

# WACKY PACKAGES®



INCLUDES BONUS PACK  
OF RARE AND UNRELEASED

## STICKERS

INTERVIEW WITH  
ART SPIEGELMAN

QUACKER  
DAIRY



**WACKY PACKAGES**—a series of collectible stickers featuring parodies of consumer products and well-known brands and packaging—were first produced by the Topps Company in 1967, then revived in 1973 for a highly successful run. The series, re-launched with great success over the years, is known affectionately among collectors as “Wacky Packs.” With artist Art Spiegelman as a key creative force, the stickers were illustrated by such notable comics artists as Kim Deitch, Bill Griffith, Jay Lynch, and Norm Saunders. This first-ever compilation of Series One through Series Seven from 1973 and 1974 celebrates the 35th anniversary of Wacky Packages, and includes images of all 223 rare and hard-to-find stickers.



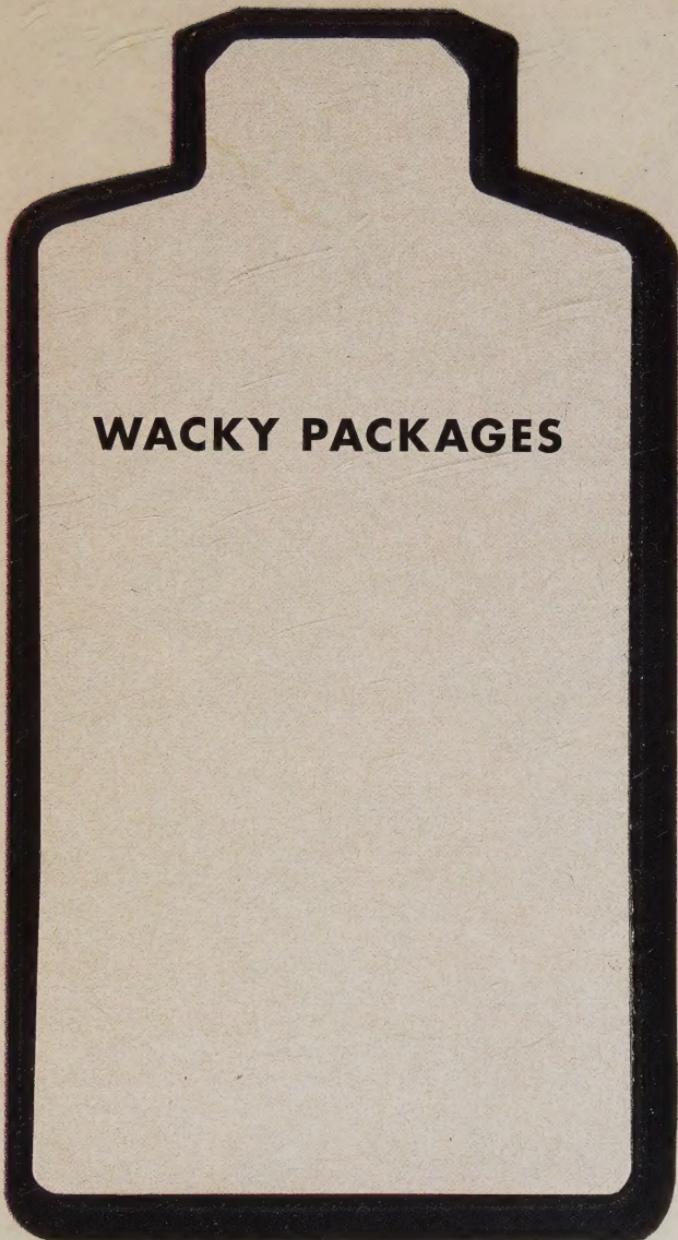


MANCHESTER PUBLIC LIBRARY

586 MAIN STREET  
MANCHESTER







**WACKY PACKAGES**

ticks

# Wormy Packages



WITH 1 STICK  
**STINKY**  
**BUBBLE GUM**

JUST  
DUG  
UP

# WACKY PACKAGES®

By The Topps Company, Inc.

Interview with Art Spiegelman

Afterword by Jay Lynch

Abrams, New York

*To all the Wacky Packages fans from over the years*

**ACKNOWLEDGMENTS:** Ira Friedman, John Williams, Jeff Zapata, Colin Walton, and Mike Jaspersen at Topps; former Topps creative director Len Brown for his invaluable insight; Art Spiegelman and Jay Lynch for their contributions to this book and the creation of this material; Geoff Spear for his photography; Charles Kochman and Sofia Gutiérrez (editorial), Neil Egan (design), and Anet Sirna-Bruder (production) at Abrams; and Wacky Packages mega-collectors Greg Grant and Matt Stock for loaning some of their hard-to-find original stickers, and for Greg's vastly informative Web site ([www.wackypackages.org](http://www.wackypackages.org)). Finally, a very special thanks to all of the artists whose talent and creativity has brought delight to so many children and made Wacky Packages an indelible part of pop culture history.

Editor: Charles Kochman

Editorial Assistant: Sofia Gutiérrez

Designer: Neil Egan

Production Manager: Anet Sirna-Bruder

Library of Congress Cataloging-in-Publication Data

Wacky Packages / by The Topps Company, Inc. ; with an Interview with Art Spiegelman.

p. cm.

1. Consumer goods—Humor. 2. Packaging—Humor. I. Topps Company.

PN6231.C6146 W

818'.602—dc22

2007037897

Copyright © 2008 The Topps Company, Inc.

Interview copyright © 2008 Art Spiegelman

Afterword copyright © 2008 Jay Lynch

Wacky Packages and Topps are registered trademarks of The Topps Company, Inc. All rights reserved.

Published in 2008 by Abrams, an imprint of Harry N. Abrams, Inc.

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, mechanical, electronic, photocopying, recording, or otherwise, without written permission from the publisher.

Printed and bound in China

10 9 8 7 6 5 4 3 2 1

**HNA**   
harry n. abrams, inc.

a subsidiary of La Martinière Groupe

115 West 18th Street  
New York, NY 10011  
[www.hnabooks.com](http://www.hnabooks.com)

[www.wackypackages.com](http://www.wackypackages.com)

Most of the images in this book were reproduced from transparencies made off of the original art. In cases where originals weren't available, printed cards were scanned for reproduction. Every effort was made to keep the quality of images consistent throughout the book.

**This book and the advertisements referenced herein are neither authorized nor endorsed by any of the companies that are the subject of this parody. The products spoofed are all good ones, no kidding.**

<input type="checkbox"/>	<b>WACKY DAYS</b>	BY ART SPIEGELMAN . . .	6
<input type="checkbox"/>	<b>SERIES 1</b>	1973 . . . . .	9
<input type="checkbox"/>	<b>SERIES 2</b>	1973 . . . . .	40
<input type="checkbox"/>	<b>SERIES 3</b>	1973 . . . . .	74
<input type="checkbox"/>	<b>SERIES 4</b>	1973 . . . . .	105
<input type="checkbox"/>	<b>SERIES 5</b>	1973 . . . . .	138
<input type="checkbox"/>	<b>SERIES 6</b>	1974 . . . . .	171
<input type="checkbox"/>	<b>SERIES 7</b>	1974 . . . . .	205
<input type="checkbox"/>	<b>AFTERWORD</b>	BY JAY LYNCH . . . .	239
<input type="checkbox"/>	<b>INDEX</b> . . . . .		240

# WACKY DAYS

BY ART SPIEGELMAN

Art Spiegelman is the Pulitzer Prize-winning creator of the graphic novel memoir *Maus* (1991). He worked for the Topps Company from 1966 (as a summer intern when he was eighteen) until 1989. In 2007, in his lower-Manhattan studio, he reminisced with Abrams editor Charles Kochman about his early days at Topps.

Topps changed my life and gave me a chance to warp the lives of others. It started while I was still in my own bubble-gum buying years, around 1963. I was about fourteen or fifteen and very much in the thrall of Harvey Kurtzman's early *MAD*. I even put out a sub-sub imitation *MAD* fanzine in purple ink called *Blasé*. I worshipped the artists who had anything to do with *MAD*, and none more than Jack Davis. He slumped for Topps Gum Inc. drawing Funny Valentines cards with gags like, "You look like a million bucks..." painted on the front and a green and wrinkled hag on the flip side. I collected them all.

I had zero interest in baseball, but Davis did spot art on the backs of the cards, so I had to buy them. I figured there's nothing lower on the aesthetic food chain than a bubble gum company and nobody but me could care about those insignificant spots, so I called up the Topps offices to see if I could get hold of some of the original art. By some fluke the secretary at the switchboard put me through to the head of their creative development department, Woody Gelman. After a few minutes Woody

generously invited me to the offices, offering to trade some copies of my lame fanzine for some Davis art.

Topps was then in a seedy warehouse building in Red Hook, Brooklyn—a neighborhood then so scary that I once read even Joey Gallo wouldn't walk through it at night. I met my mentor there, Woody Gelman. Once a Fleischer animator and a writer of comic books like *Nutsy Squirrel*, Woody was an elfin repository of everything that obsessed me. He was a serious collector of old paper and ephemera—comics, cartoon art, illustration—at a time when such collectors barely existed. We hit it off incredibly well. I was still a tyke, but he'd found somebody who seemed to know and care about really old comic art as much as he did. I walked off with some Davis baseball card artwork (still have 'em, framed, forty-five years later) and Woody—unbeknownst to me—put my zine into a file folder with a note to contact this kid when he turns eighteen. I was in my first semester of college when I got Woody's letter saying, "I figured you might be looking for a job around now. Would you care to come work for Topps?"

I wanted nothing more, but had to stay in college to keep either my parents or the Viet Cong from killing me, so I asked if I might simply get a summer job. I started to write gags for their novelty humor cards and stickers. Freelance gag-writers sent in typed-up jokes and freelance artists turned those into pencil sketches that would move through the Topps



Concept sketches by Art Spiegelman, c. 1975

chain of command before going back to the artists with corrections and notes. After about two or three rounds, a card would be okayed. Since I couldn't type I'd draw little Magic Marker sketches of my gags, providing a visual comp that the department could present to the company's higher-ups for approval. I somehow invented an ongoing gig at Topps, available any time I needed one. The relationship lasted over twenty years.

Woody regularly brought intriguing scraps from his collection into the office to show me and his right-hand man, Len Brown. Lenny was just a few years older than me when Woody first took him under his wing, and he stayed at Topps for his entire working life. About a year or so into my tenure at Topps, Woody showed us a folder of lithographed old advertising cards from the nineteenth century. They were exquisitely printed images, die-cut to the shape of products, with ad copy on the back. He wanted to do modern versions to sell with bubble gum. This may sound bizarre, but all he wanted to do was put out small Pepsi Cola bottles, for example, printed on card stock and die-cut. Period. Not a

parody of a Pepsi bottle but, just like those old advertising cards, a nicely printed card die-cut in the shape of a Pepsi bottle. "Wouldn't that be just great?" he enthused.

Len and I were baffled. It seemed that he was asking kids to buy advertisements, and we didn't get it. I combed some up at his request, but insisted they really ought to be parodies. It just seemed like a no-brainer. Woody shrugged and said, "Well, try it both ways!" This was the mid-sixties, right when Andy Warhol's Campbell soup cans first popped into the culture. For Woody, Pop Art was validation for selling die-cut cards of Campbell's soup cans and other commercial culture icons; for me it seemed like an obvious platform for feeding my MAD lessons back to another generation. Eventually, Len and I won Woody over. I can't remember for certain, but I think the first sketch I made was a parody of Campbell's soup in honor of Warhol: "Campy Condemned Spider Soup."

The dopey gags came easily. This was a dream job. I passed my sketches on to Norm Saunders, the great pulp illustrator, who did a lot of the early Wacky paintings. Ray Hammond,

on staff in Topps' art department—which was run much more like a military prison than the lunatic asylum that was Woody's creative development department—would do the airbrushing and lettering that gave the Wackies verisimilitude. Len Brown coordinated the whole mess. As the stickers became a major fad phenomenon, more hands were brought on deck, including Ric Varesi, another Topps staffer, and lots of my pals from the burgeoning underground comix scene who began coming up with gags. Most notable among the latter was Jay Lynch, creator of *Bijou Funnies*, who had contributed cartoons to *Blasé* when we were both kids. In the 1970s I recruited Bill Griffith, creator of Zippy the Pinhead, into the later series. We were impoverished San Francisco comix artists and would regularly head to the supermarket to find products that hadn't yet been mocked. We never got royalties for our labor, of course, but at least Topps kept us in groceries.

I would stare at, say, a package of Chuckles—like Plato contemplating the bust of Homer—and search through the alphabet looking for a gag: "Buckles, Cuckles, Duckles, Knuckles—oh, Knuckles! Eureka—a perfect Wacky!" Some product names just lent themselves to parody more easily than others. Bum Chex instead of Rice Chex. Quaker Oats—those were gifts, just waiting to be parodied. At some point I systemized the process by listing all the consonants and consonant blends alphabetically, a list of phonemes. It was my pre-electronic Topps computer. Staring at oatmeal, I'd recite: "Quaker—Baker, Caker, Daker, Faker, Gaker." One would try to keep the first letter since it made it easier to mimic

the real product—or proceed to, "Quaker, Quicker, Quacker. Yes! Quaker Oats!" The visual of Donald Duck as a Quaker would come to mind, a few subsidiary gags would be added to achieve the ideal *MAD* density, and a new sticker would be born.

Some products, like 7-Up, were almost insoluble puzzles to return to over and over, hoping to find an amusing angle that might work. We settled for the uninspired 6-Up since these were not ideas one would brood over for weeks—they were things one would work on for full minutes, hoping one's inner dolt would turn up something suitably irreverent. It was all done as Part of a Day's Work, much like the way early comic books were made: they certainly weren't made as art, they weren't sold as art, and they weren't thought of as art. Wacky Packages just formed an island of subversive underground culture in the surrounding sea of junk.

Anything that happens when you're eight years old can mark you for life—just ask Sigmund Freud! Wackies were a young child's first exposure to subverting adult consumer culture. Now, thirty-five years later, that generation has matured into adults who can afford to nostalgically consume a deluxe volume brimming with that subversion. Yessirree—I am proud to have been a worker in the debased basement of the great temple of commerce that is America's popular culture.

SERIES 1 • 1973



**DUZNT  
DO NUTHIN'**

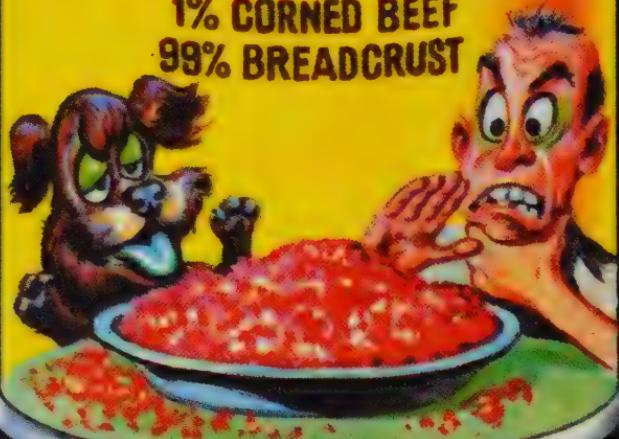
**LAUNDRY  
DETERGENT**

**APPROVED BY BEATNICKS EVERYWHERE**

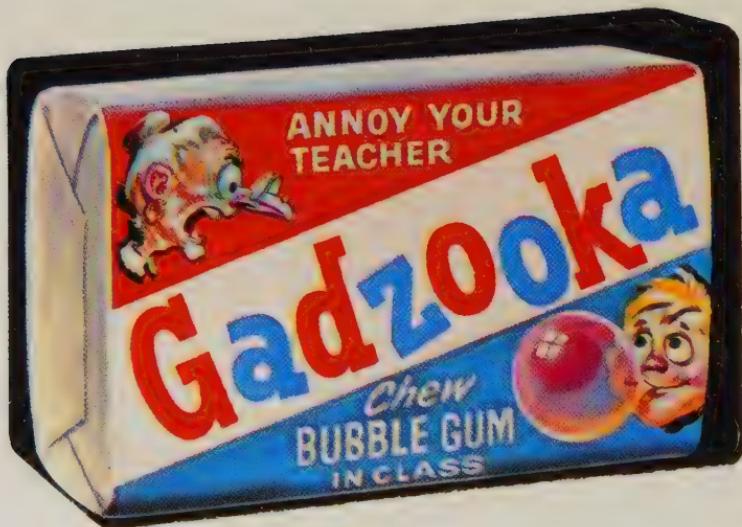


BREADCRUST  
CORNED BEEF  
**HASH**

1% CORNED BEEF  
99% BREADCRUST









# Maddie Boy

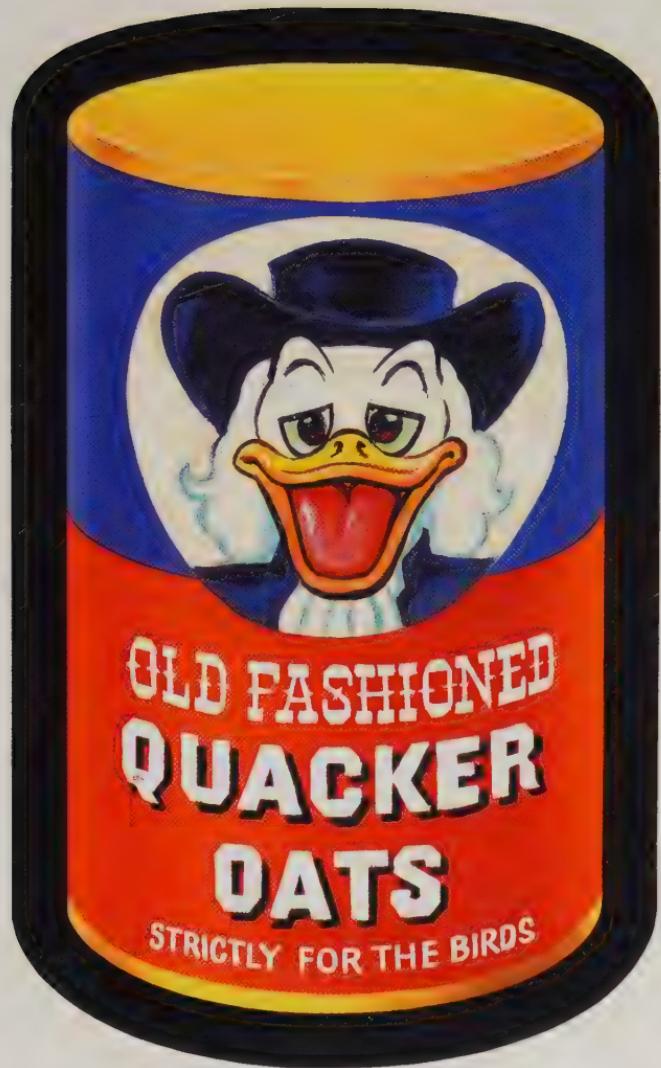
DOG FOOD



100% CONDEMNED

# BEEF

GET RID OF YOUR DOG FAST



PUFF  
TOZUN



CHOCOLATE  
CARAMEL  
VANILLA  
CINNAMON  
MAPLE  
BUTTERSCOTCH  
SWEET CEREAL  
MILKSHAKE  
PEANUT BUTTER  
BANANA  
BERRY  
COCONUT

WEAKIES

Generally Moldy

MESSY UN-TOASTED  
HALF-COOKED FLAKES

# WEAKIES®

"Breakfast of Chumps."





GRAVE  
TRAIN

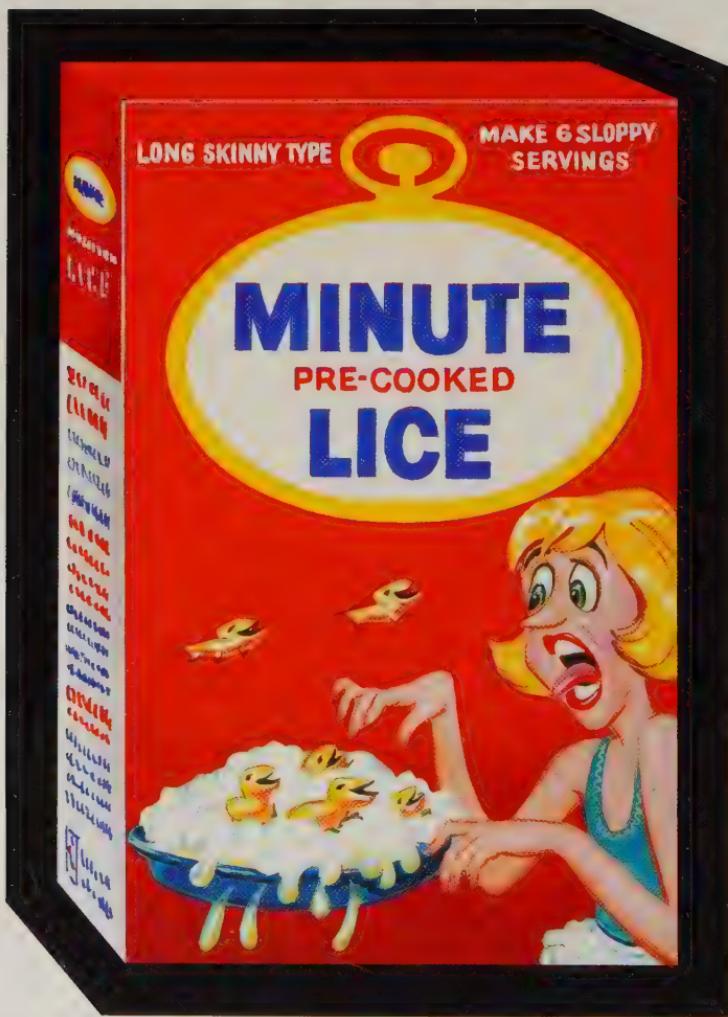
# GRAVE TRAIN

Dog Food

YOUR DOG  
WILL NEVER  
EAT ANYTHING  
ELSE...

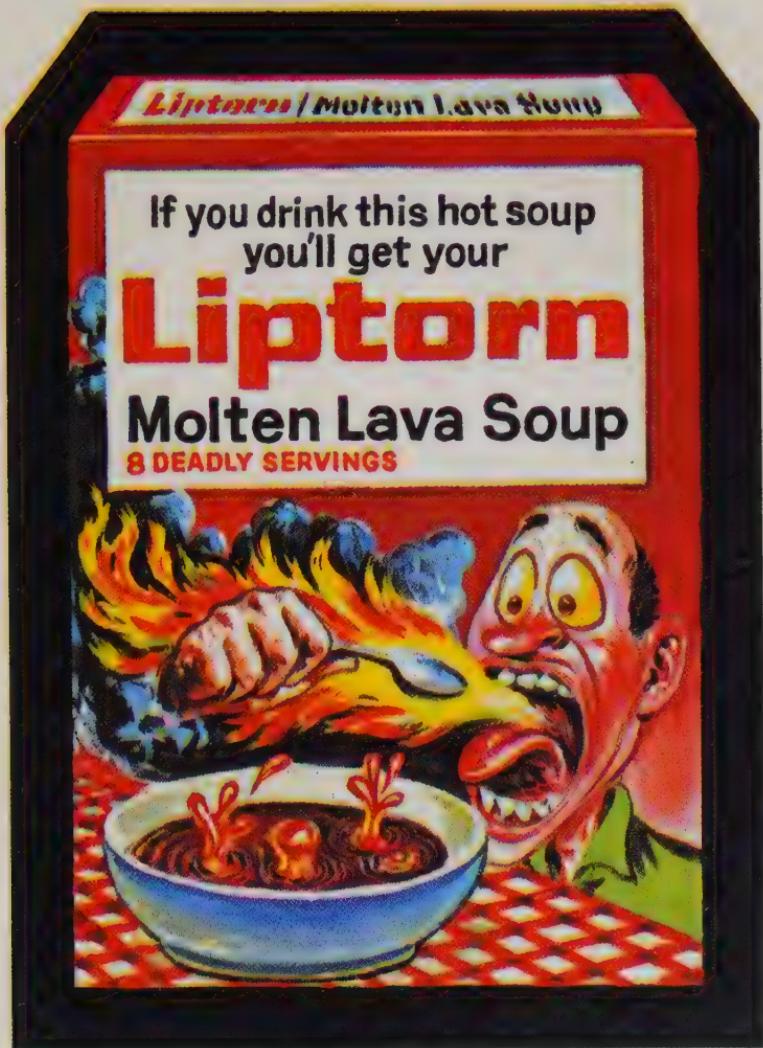














# fink

THE SASSY  
GRAPEFRUIT  
DRINK







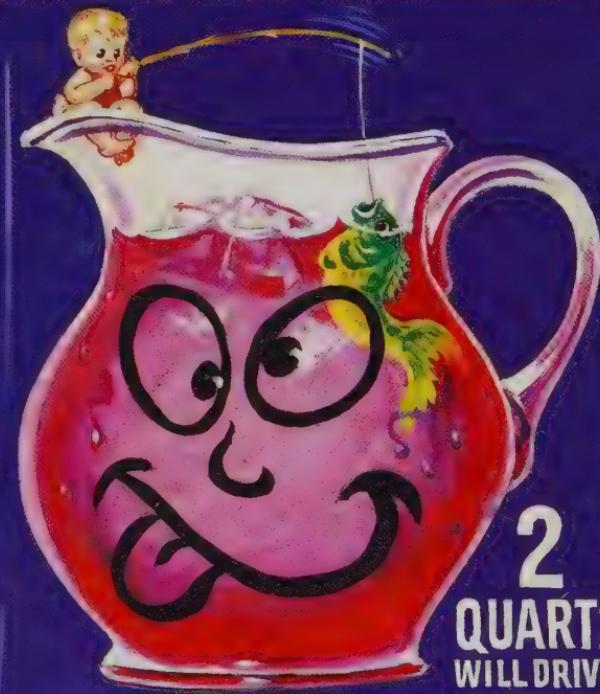




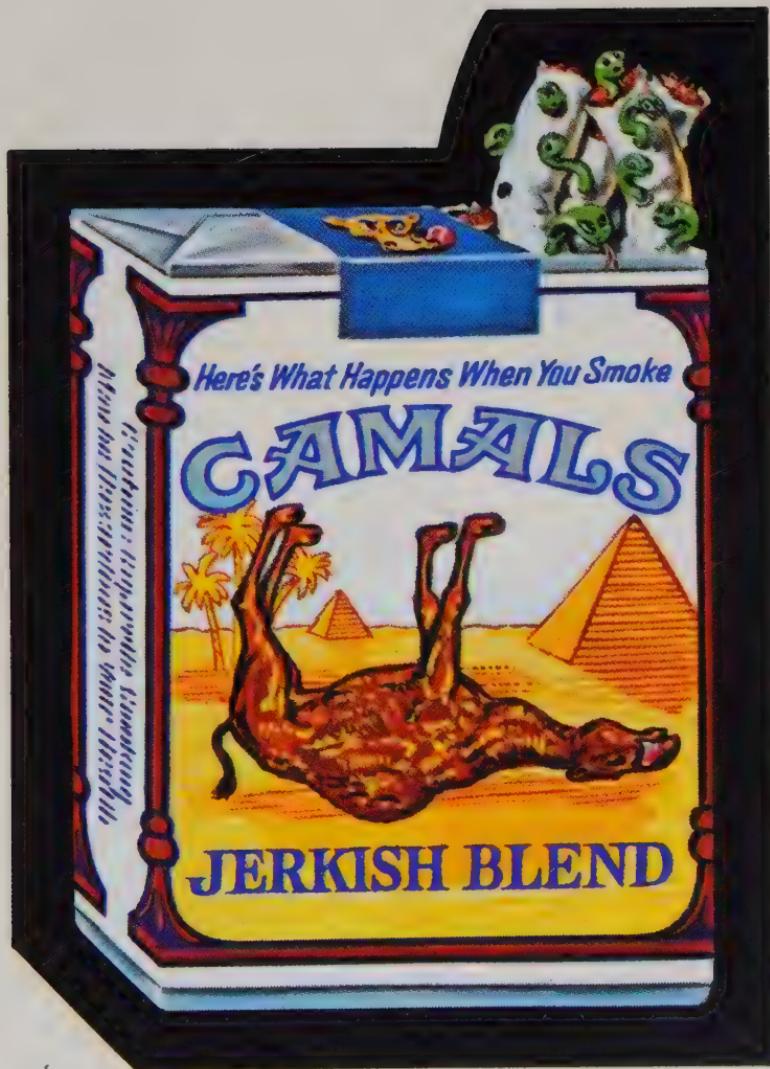


# Kook-Aid

INSTANT SOFT DRINK MIX (UP)



2  
QUARTS  
WILL DRIVE  
YOU KOOKY



Tied

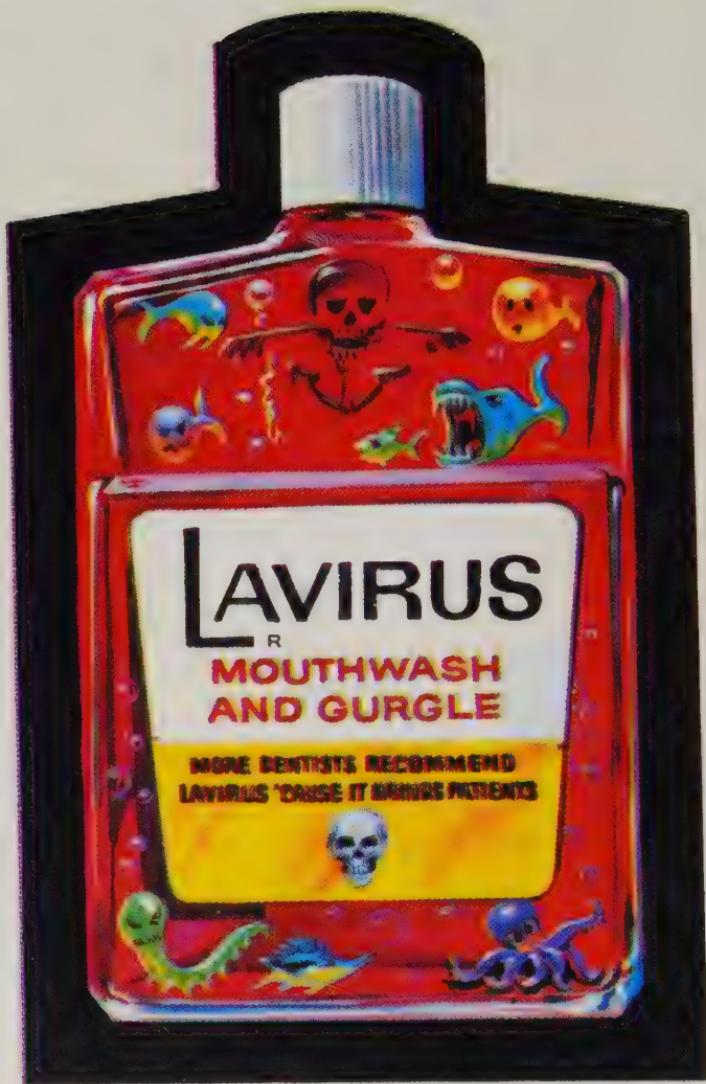
# Tied DETERGENT



Your  
Clothes  
Will Be Fit  
To Be Tied







# PAUL MAUL

PECULIAR CIGARETTES



IN HOCK-SHOPS EVERYWHERE

"WHEREVER PECULIAR  
PEOPLE CONGREGATE"

# MUTT'S

apple juice

FAVORITE WITH  
DOGS EVERYWHERE



# BAND·ACHE

BRAND

STRIPS  
OFF SKIN



Jerkson & Jerkson

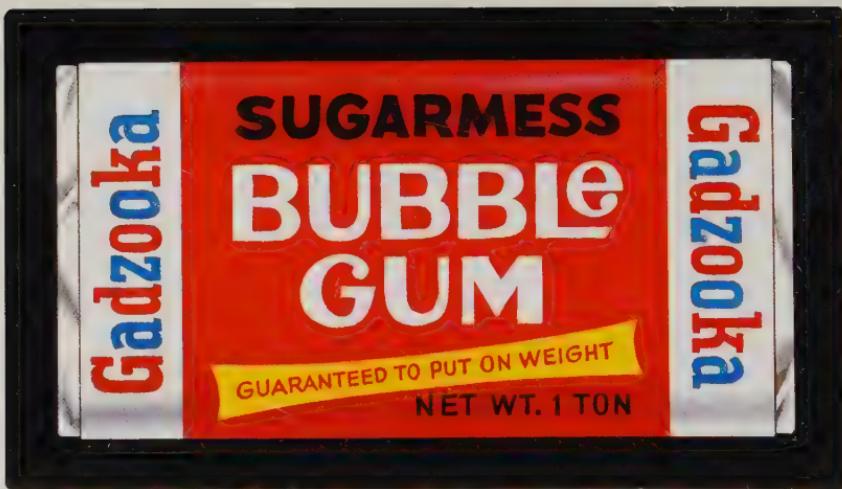
SERIES 2 • 1973





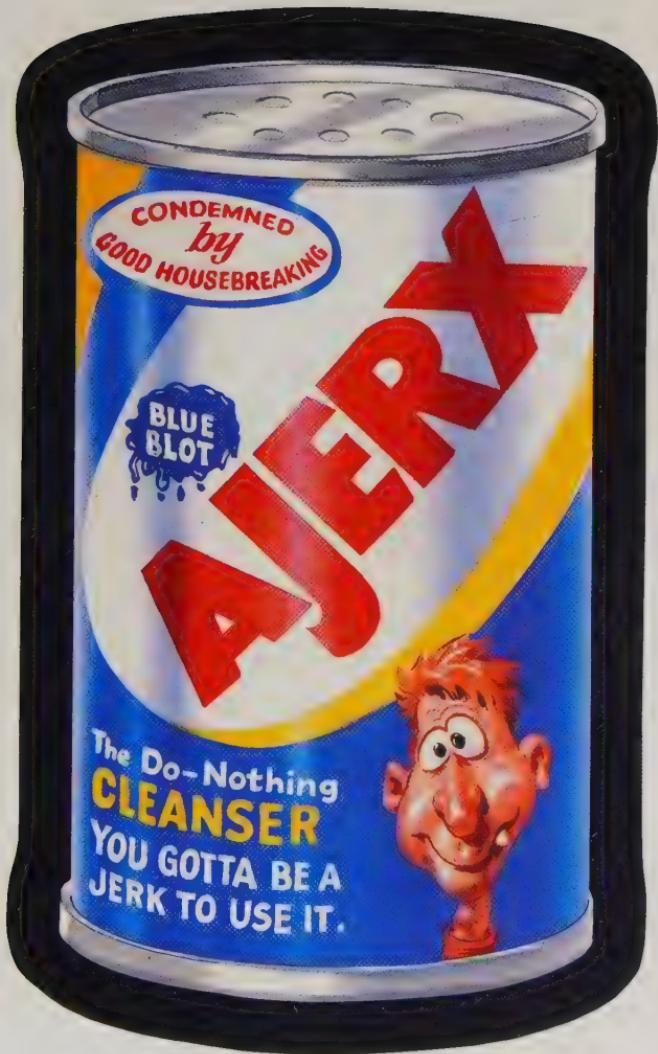












# Exceedrin



RELIEF FOR  
HEADACHES  
BERI-BERI  
INGROWN  
TOENAILS  
ETC. ETC. ETC.





HELP!

# CAP'N CRUD

Inside:  
REAL  
PIRATE!



TASTES CRUDDY-  
EVEN IN MILK

# Ditch Masters

CHEAP CIGARS



DITCHDIGGERS  
FAVORITE SMOKE

**EXTRA STRONG**  
**Commie**  
**CLEANSEr**



Gets rid of Reds, Pinkos,  
Hippies, Yippies & Flippies

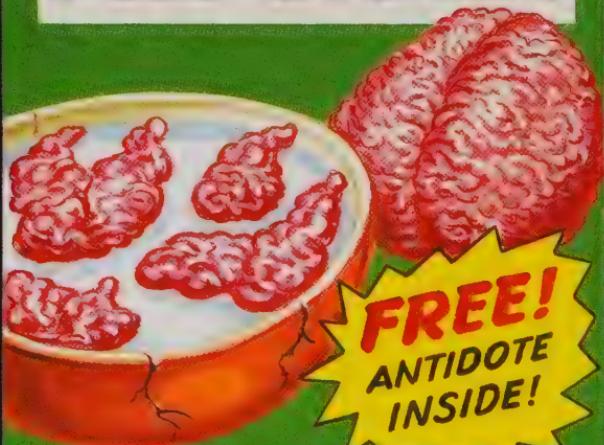
# CHICKEN Fat

LAUNDRY DETERGENT



FOR  
LOVELIER  
STAINS

*Kooloff's*  
**ALL-BRAIN**



THE CEREAL THAT GOES  
TO YOUR HEAD







Russian  
Dressing



# Fish-Bone

that's what it smells like

**Russian**  
DRESSING







BOY DO THESE BLADES  
**SCHTICK**



**STUPID STAINED STEEL**

BE A CUT UP





*Pest*

# AWFUL BITS



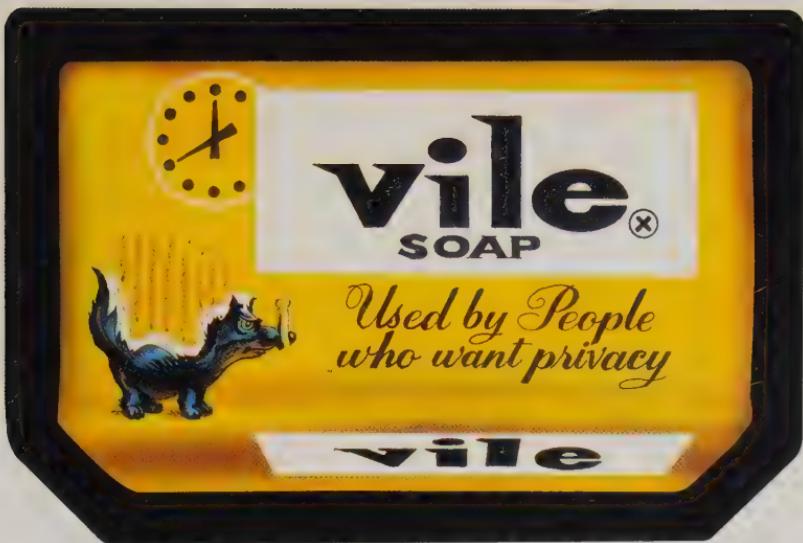
# BLUNDER

EXTRA HEAVY BREAD



BUILD YOUR  
BODY JUST  
BY LIFTING  
PACKAGE!

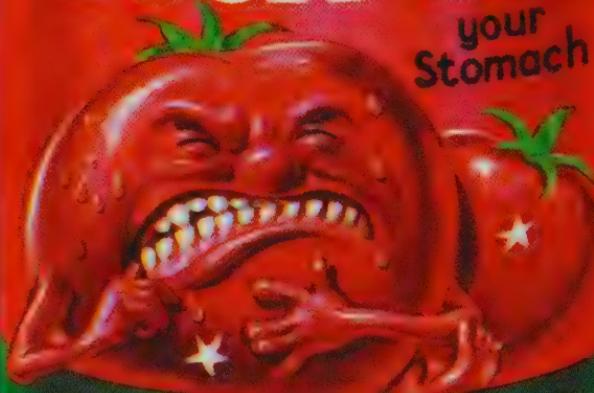




Swallowing this stuff really

# Hurts

your  
Stomach



PASTY TOMATOES



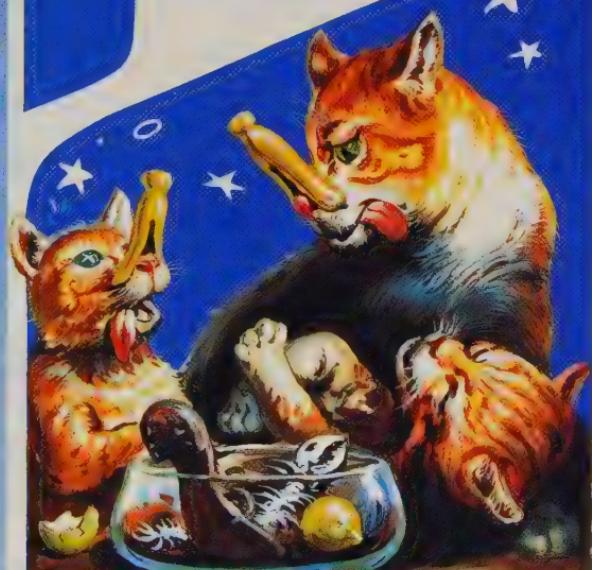




GARBAGE  
FLAVOR

# PUTRID CAT CHOW

The **HIGH SMELL**  
Cat Food







DULL



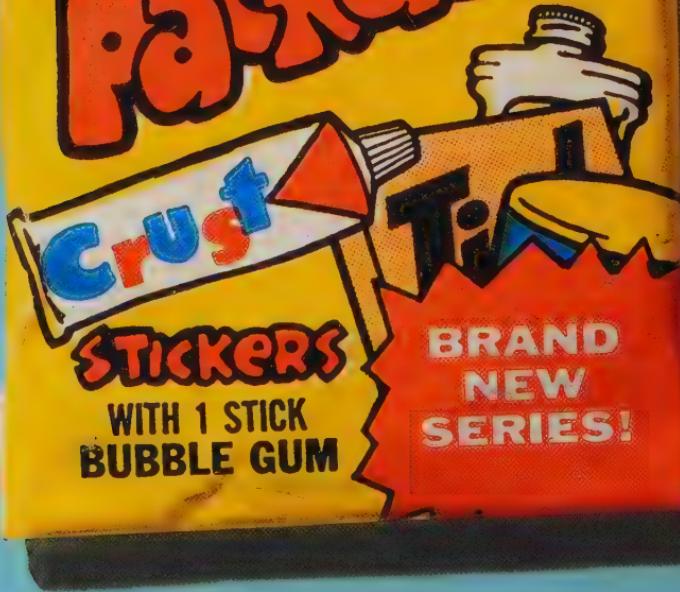
SLICED PINEAPPLE  
FOR A BORING DESSERT OR SNACK



SERIES 3 • 1973

topps®

# wacky packages®





**NEVEREADY**

TO THROW AWAY



**ASSAULTED  
BATTERY**

Keeps you  
IN THE DARK

**160**  
CRUMBBLED PIECES

# Crakola CRAYONS

BROKEN  
BLAND COLORS

**160**  
CRUMBBLED  
PIECES

MADE FROM  
BEE'S WAX







Koduck Co



FILM  
FOR  
DUCKS



A FOWL PICTURE EVERY TIME

Koduckcolor

"WATCH THE BIRDIE"

Film for Ducks



*Moonshine*

**WHEEZ-IT**

WHISKY FLAVORED CRACKERS

*Eat yourself Drunk!*



*Moonshine*  
**WHEEZ-IT**



**SNATCH-A-PAK**

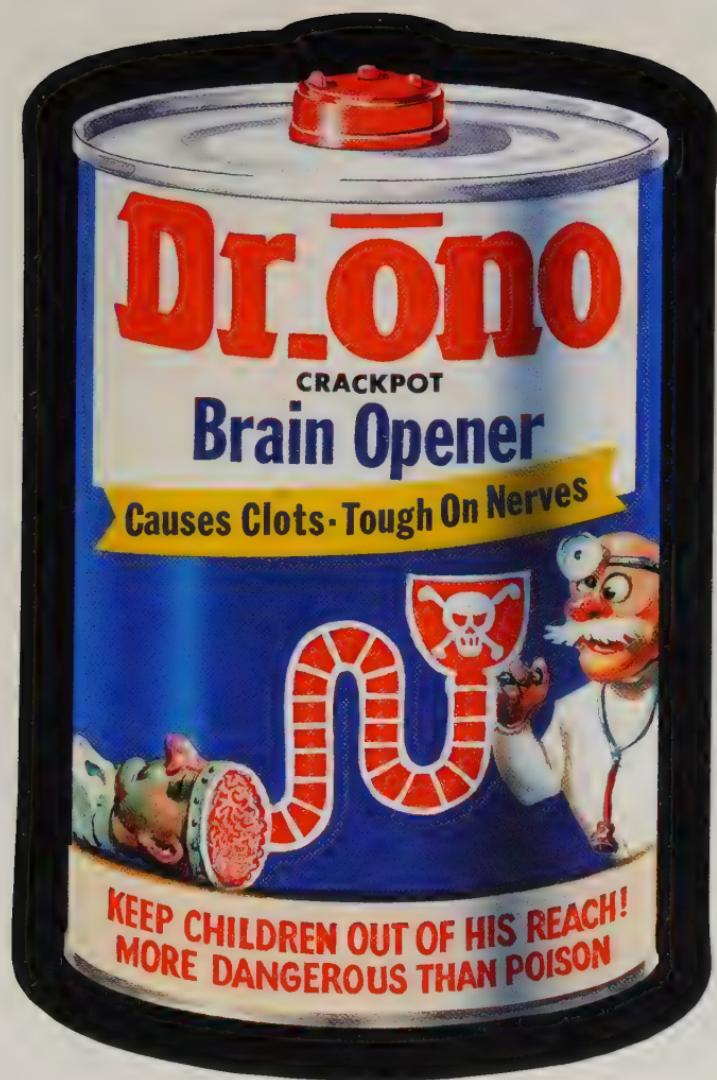


Killette  
**FRIGHT  
GUARD**

deodorant



THE DEODORANT THAT WILL  
SCARE OFF YOUR ENEMIES  
(AND FRIENDS)



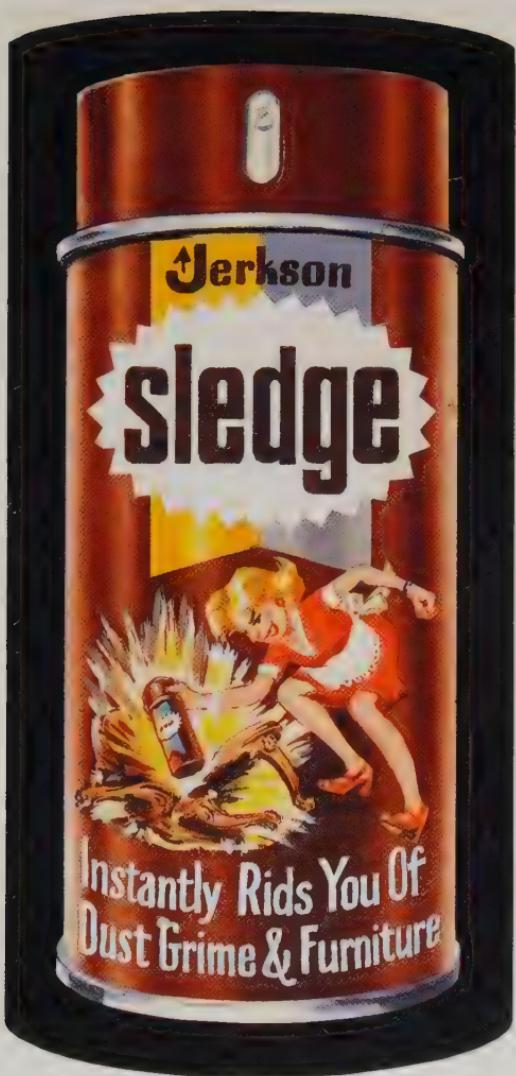
MOAN & GROAN

CHOKIN'  
Flavor

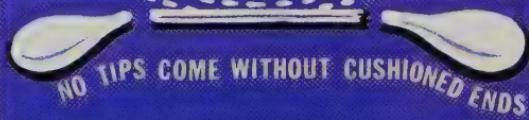
# RISE \*A\* PHONI



LASTS  
FOREVER  
it can be used  
over and over  
again!



THE WIGGLY SWAB



NO TIPS COME WITHOUT CUSHIONED ENDS

NO-TIPS

NO-TIPS

SWABS FOR SLOBS

NO-TIPS GIVES NO-REFUNDS

stupid

# Beanball

ALL  
CARDS  
THE  
SAME

CARDBOARD  
BUBBLE GUM



stop

POOR  
**FOOLBALL**

YOU'LL NEVER  
**COLLECT  
'EM ALL**

Hard as a Brick  
**BUBBLE GUM**







Hungry  
Jerk.

Ed... Hungry

Shock... Jerk  
Goo... Jerk  
Happ... Jerk  
Fatt... Jerk  
Choc... Jerk  
Ug... Jerk  
Maj... Jerk  
A... Jerk  
Wh... Jerk  
Un... Jerk  
Fu... Jerk

# Hungry Jerk

Spillbury

## Extra Heavy

Pancake Mix

Buy It Stupid!











Slippery

# SweatHard

odorous soap

smell like an athlete without working out!





# HURTZ

*millions*

crazy  
canary food



IT'S FOR THE BIRDS!

# ARGH

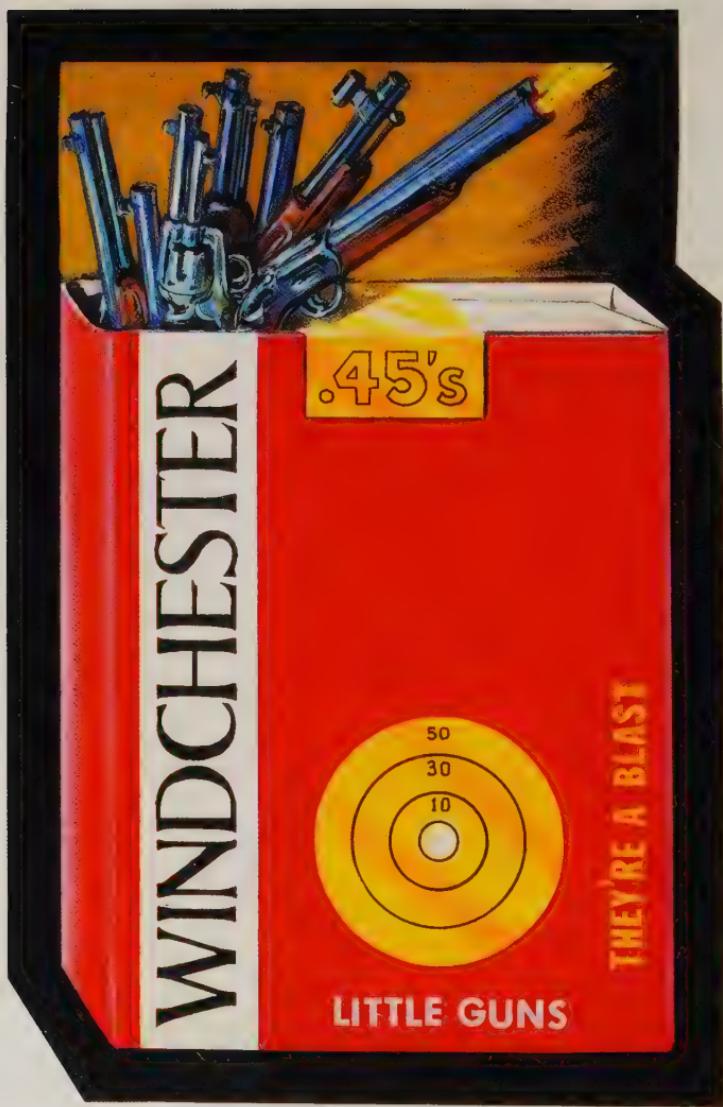


**FREE!  
CLOTHESPIN  
INSIDE!  
You'll Need It**

"Phew"

# COARSE STENCH

**BIG BANG**  
**NO DEATH**  
**WITNESSES**

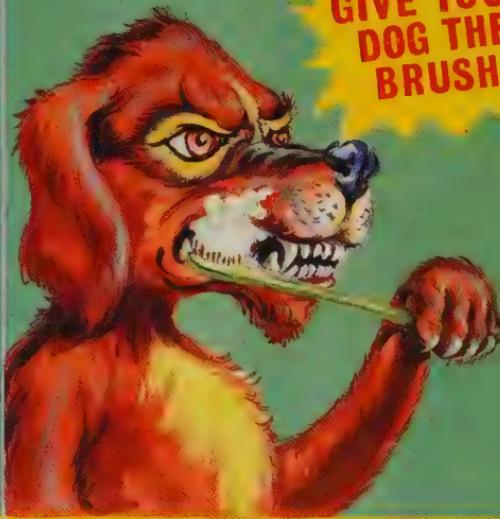


SERIES 4 • 1973



MILK-FOAM  
KEEPS YOUR  
DOG FROM  
HOME  
MORNING  
BETWEEN MEALS  
AWAY FROM  
HOME  
LATE NIGHT

GIVE YOUR  
DOG THE  
BRUSH



# MILK-FOAM BRAND

DOG TOOTHBRUSH

IT'LL MAKE YOUR PET ROAM FROM HOME!

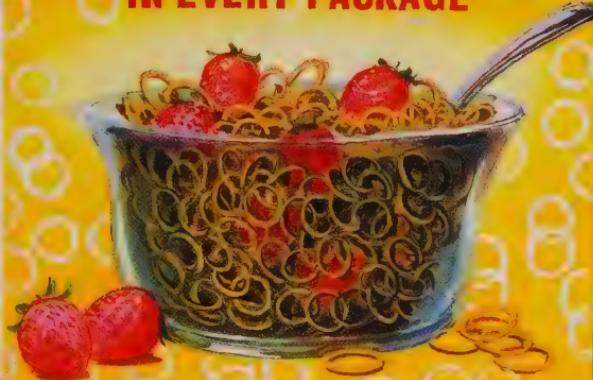
Cheapios

GENERALLY SOGGY

FORTIFIED  
WITH IRON!  
SO KISS  
YOUR TEETH  
GOODBYE

# Cheapios®

LOTS OF HOLES-  
IN EVERY PACKAGE



TRY IT WITH STRAWBERRIES  
...or you'll still be hungry!



Bananas  
cigarettes  
woodland  
university  
voluntary  
so-called  
brightside  
dear the  
little boy  
restless  
like a  
time for  
blighted  
maniac  
toothed  
as this  
unporous  
Boozing  
united  
united  
lives in  
cigarette  
Dietz  
by nature



*Moonshine*



ORIGINAL  
monster  
making  
formula



*Moonshine*

**HYDE'S ROX**

WILL CHANGE YOUR LIFE!





ticks

# Wormy packages



WITH 1 STICK  
**STINKY**  
**BUBBLE GUM**

**JUST  
DUG  
UP**



# Grass wax

**GRASS AND LAWN CLEANER**

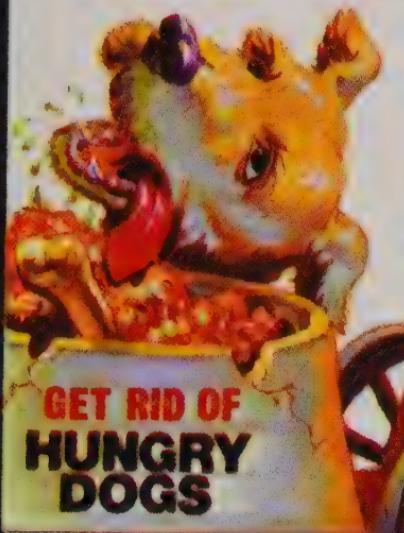


**for the slickest lawn in town!**

PURELY

# CHOKE WAGON

FOR DOGS



MOTOR-OIL BROWN



# MESS CLAIROL

THE FORMULA THAT  
CLEANS BALD HEADS



GET RID OF  
DRAB HAIR FOREVER

MESS CLAIROL CREAM FORMULA

MESS CLAIROL

**Hipton**  
TEA BAGS

BEG OR STEAL PACK

# Hipton

TEA BAGS

The 'HIPPY' Tea



GIVES YOU  
THE ENERGY  
TO LOAF,  
HITCH HIKE &  
AVOID WORK



# ARMOR

METAL  
ENCASED



HOT  
DOGS



DRINK IT  
BY THE  
PINT



TYPE A  
and  
TYPE O

# FANG

BREAKFAST DRINK  
FOR VAMPIRES



FLIP YOUR WIG WITH



# Bald

HIGH-POWERED  
TOUPEE CLEANSER



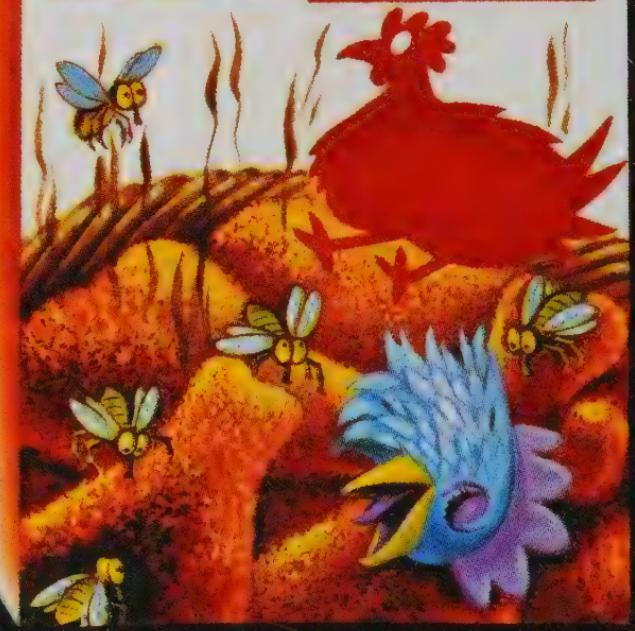
*Warning: The Surgeon General Has Determined  
That Smoking Bent Cigarettes Is Dangerous*

MAKE YOUR STOMACH

# QUAKE'n ACHE

DON'T BE CHICKEN ! BUY IT !

BURN CHICKEN WITHOUT FRYING







UN COOKED  
**SPAGHETTI SAUCE**

MAKES YOUR  
STOMACH  
ROAR!

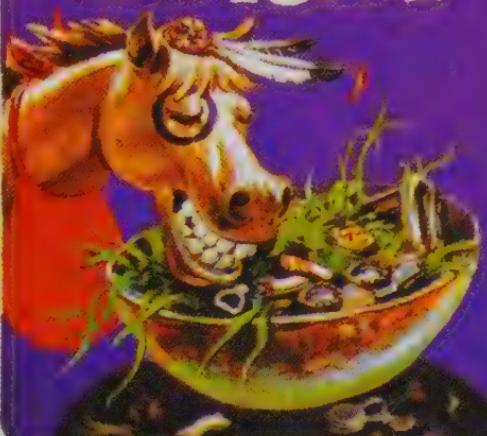




*Postime*

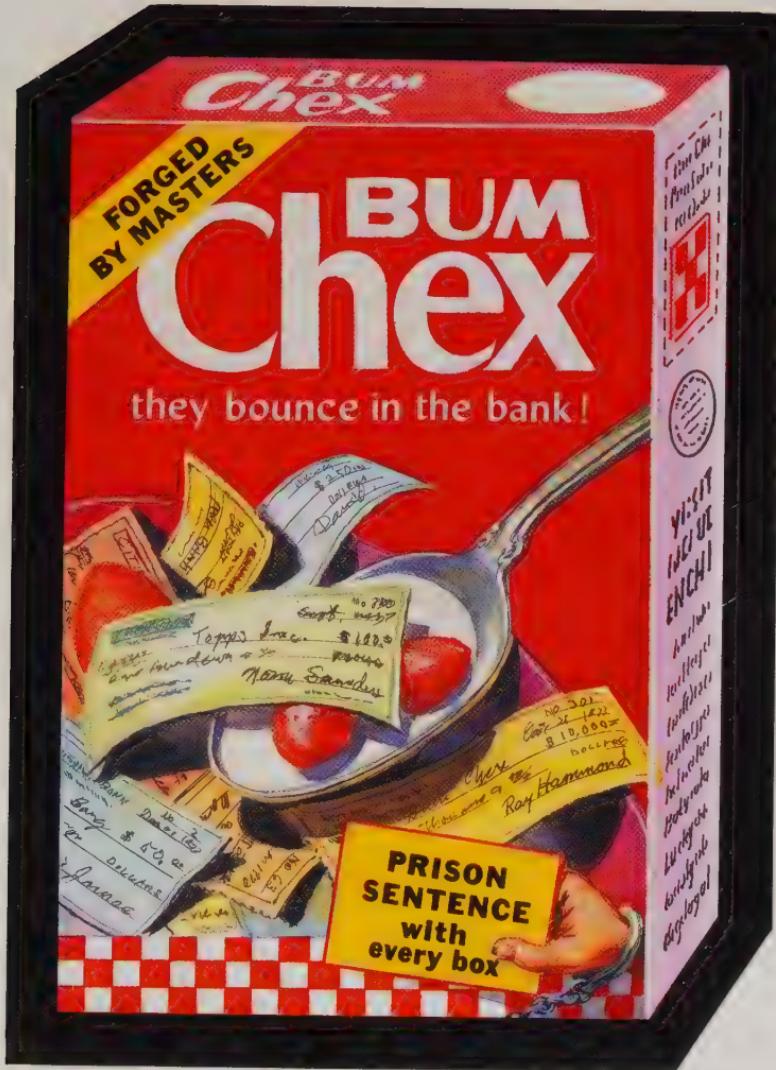
8 ESSENTIAL  
VITAMINS  
NECESSARY FOR A  
HORSES HEALTH

# GRAZIN BRAN



NET H.P. 200 HORSEPOWER





MAKES YOUR  
WINDOW LOOK  
REAL SPOOKY

**Windhex**  
GLASS CLEANER  
FOR HAUNTED HOUSES



*Freetoes*

IN EVERY PACKAGE OF

**CORN CHIPS**

HARD  
AS  
NAILS



*Freetoes*

*Insane Tea*

# NESTREE



THE TEA  
THAT'S FOR  
THE BIRDS

# Dampers

1 Diaper lasts for seconds

OVERNIGHT  
Dampeners

OVERNIGHT  
**Dampers**  
ExtraMoist



Keeps baby  
wet and uncomfortable

# Dampers

Sure To Rust Your Hampers



100%  
COUGH

Taster's  
Choke  
COFFEE





POLISH  
YOUR FEET  
AND YOU  
WON'T NEED  
SHOES

**ESCUIRE**

**FOOT POLISH**

MAKES FEET SHINY AND

**BROWN**

**ESCUIRE BROWN**

PRESS  
HERE  
WITH YOUR BIG TOE

NUTLEE'S

# Quit

BOOZE  
FLAVOR

BAM

EXPLODES  
INSTANTLY  
WITH  
MILK

MAKES YOUR STOMACH QUIT!



GOOD AT ANY HOT DOG STAND WITH MUSTARD CHARGE

HAMBURGER, HOT DOG, KETCHUP, RELISH WITH

**mustard charge**®

THE FULL TUMMY CARD®

0123 4567 890 101

12 13 BURP! GOOD THRU 07 75

FORGE NAME HERE



FULL TUMMY

SERIES 5 • 1973

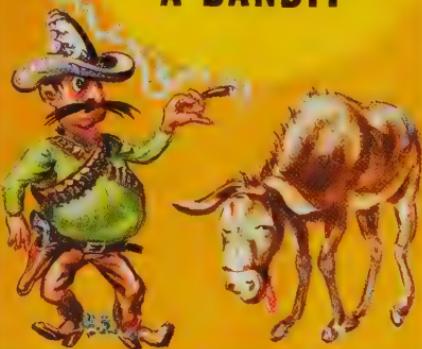




# Tijuana smells



MAKES YOU  
SMELL LIKE  
A BANDIT



THE CIGAR THAT GOT PANCHO VILLA



**FEEDBAG CIGARETTES**



WARNING: BEING KICKED  
BY A MULE MAY BE  
HAZARDOUS TO YOUR HEALTH!

**Muleburro**  
**CIGARETTES WITH A REAL KICK!**

# *White Fowl*



**5 CIGARS  
BLENDDED WITH  
CHICKEN FEATHERS**

**Swiss Mess**  
INSTANT SLOPPY MIX

**MURKY CHOCOLATE**

6  
SPILLS  
PER CUP



**THRILLS & SPILLS IN EVERY CUP**



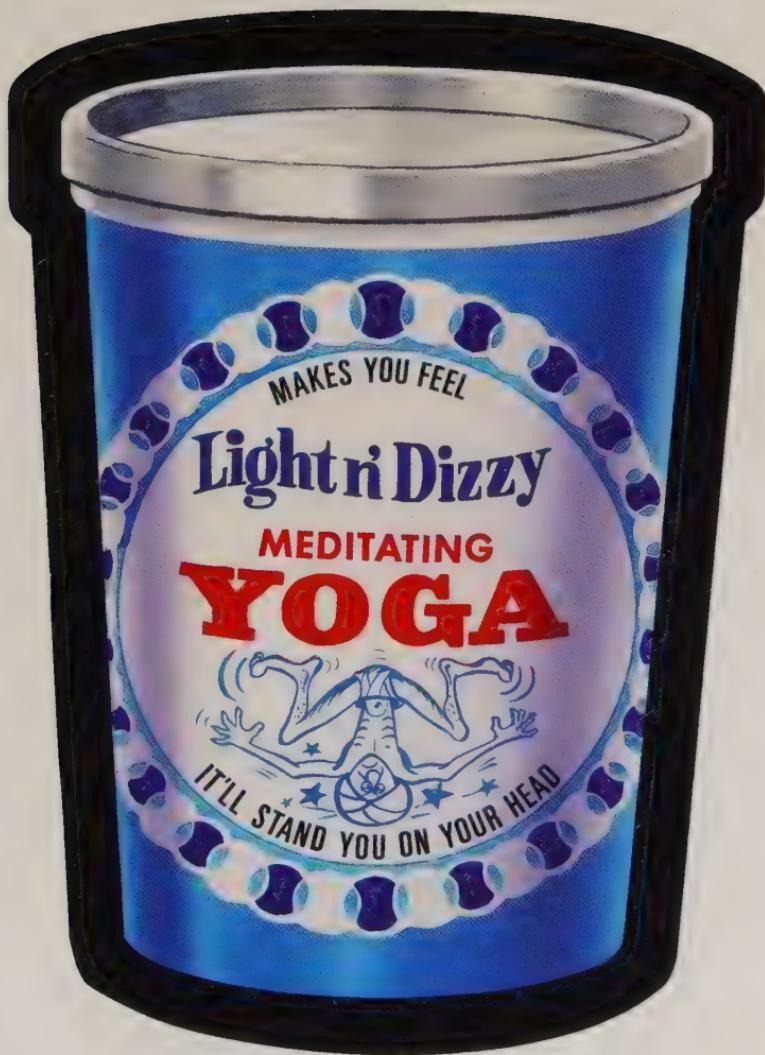
*Moobelline*



## COW MASCARA



FOR UDDERLY BEAUTIFUL EYES





*Head &*  
**Boulders**

FLIP YOUR  
WIG WITH

FOR PEOPLE  
WITH ROCKS  
IN THEIR  
HEADS!







10 BIG

Pillsblurry

# Hungry Jerk HOCKEY PUCKS

for FLAKEY PEOPLE



Fillsbelly Fatima

FAT  
CHART



MAKES  
YOU  
**STOUT**

QUICK FILLING  
**Fatina**  
Heavyweight Cereal

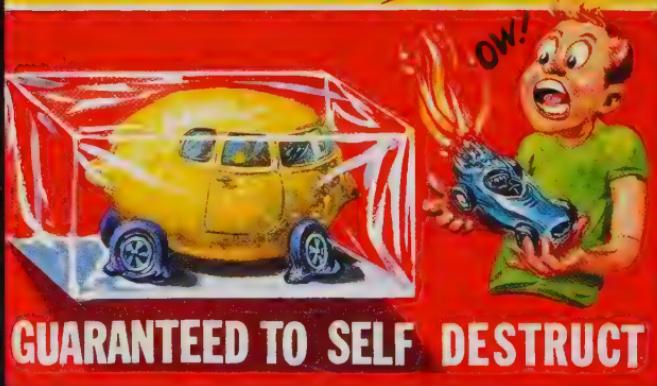
NET WT 16 TONS+

# Shot Wheels

CHEAPEST HEAPS IN THE WORLD



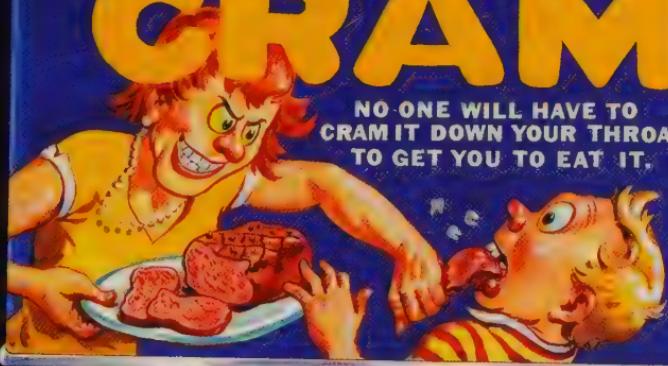
A MUDDLED  
**M**  
TOY



GUARANTEED TO SELF DESTRUCT

# CRAM

NO ONE WILL HAVE TO  
CRAM IT DOWN YOUR THROAT  
TO GET YOU TO EAT IT.



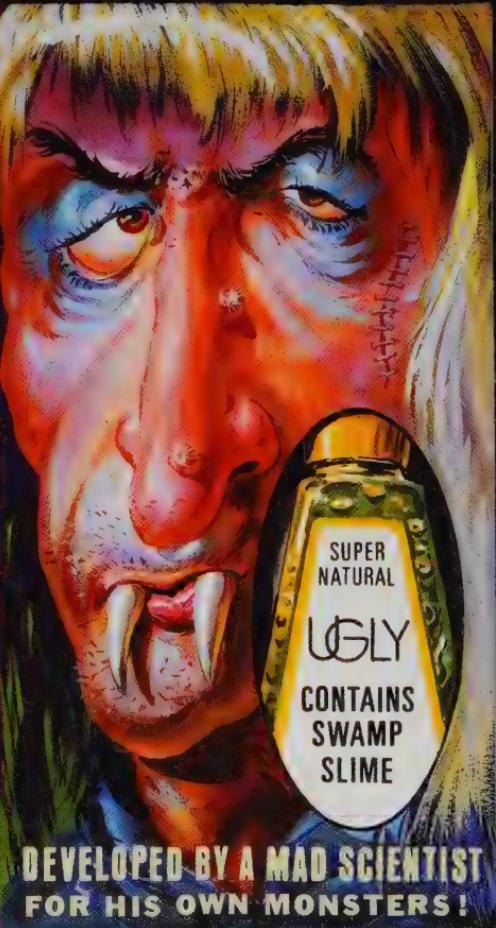




# COVER GHOUL

MONSTER  
MAKE-UP

DEVELOPED BY A MAD SCIENTIST  
FOR HIS OWN MONSTERS!



SUPER  
NATURAL  
**UGLY**  
CONTAINS  
SWAMP  
SLIME



**Ha Ha**  
CRACKERS



*Funshine*

THEY'LL  
CRACK  
YOU  
UP!

MADE  
ON THE  
FUNNY  
FARM

**Ha Ha**  
CRACKERS



3  
CHUCKLES IN  
EVERY PACKAGE

NET WT. 10 YUKS





**SMITH SISTERS**

Weird Chicks

# **SMITH SISTERS**

FEMININE COUGH DROPS



**GLUTTON**

PICKLED MUSTARD CREAM

# GLUTTON



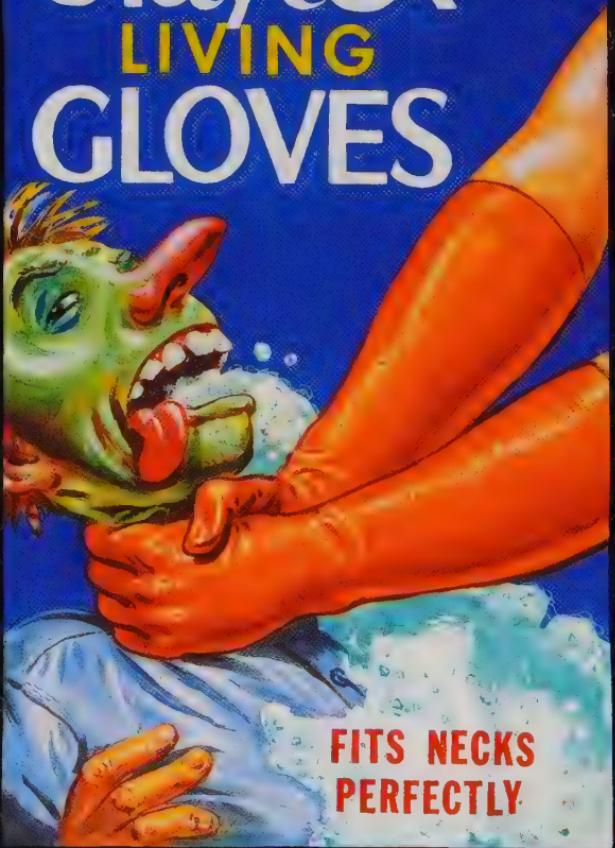
SLOPPY BROWN  
**MUSTARD**

SLIDES OVER  
FOOD, SHIRTS,  
AND FLOORS



# Slaytex

LIVING  
GLOVES



FITS NECKS  
PERFECTLY



THIS HERE CHEESE WAS YELLOW  
NOW IT'S FULL OF HOLES!

**GRAFT**

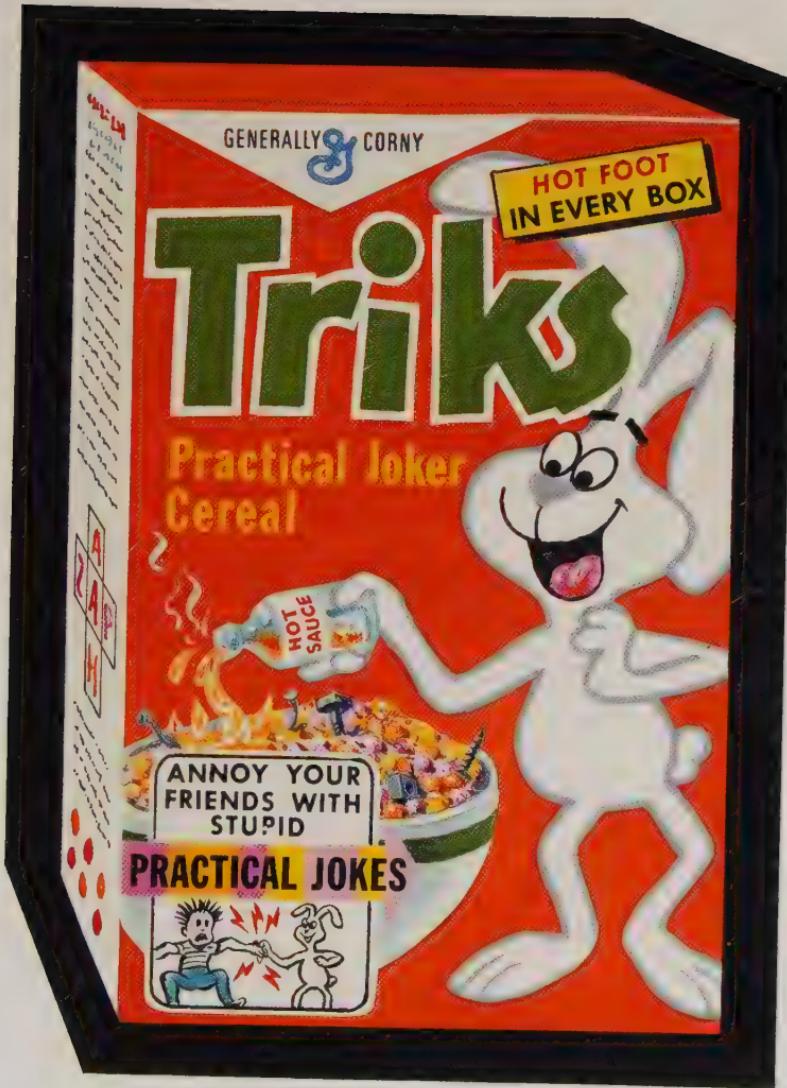
MACHINE GUN RIDDLED

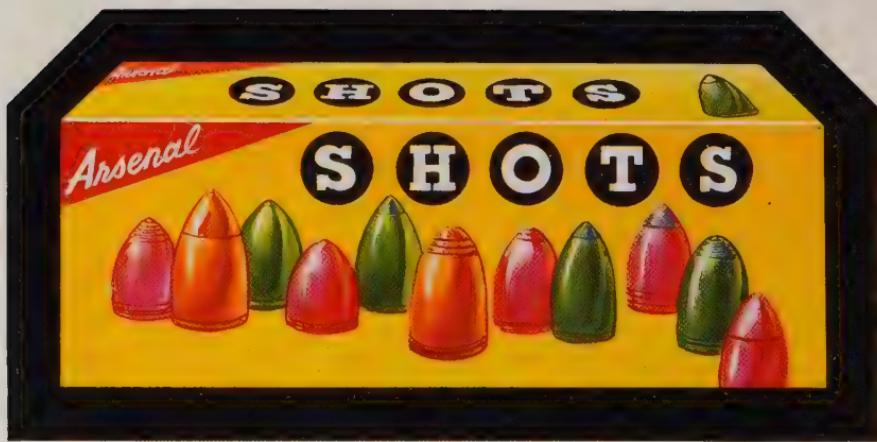
**CHEESE**

**Shot** *FULL OF  
HOLES*



KEEP IN THE COOLER FOR  
TEN YEARS TO LIFE





SERIES 6 • 1974





**PIWI**

JUNGLE  
SHOE  
POLISH

FOR  
MUDDY  
PYGMIES

**BLECCH**

1 ounce NIT-WIT

BLECCH PIWI BLECCH

**PIWI**









MUMM.Y  
T-SHIRT



GHOULISH

FRUIT OF THE TOMB



100% BEAST QUALITY



CLASS Z

# TRUANT

ERASER-TIPPED CIGARETTES



WARNING: PLAYING HOOKEY CAN BE  
DANGEROUS TO YOUR HEALTH

20 CLASS Z CIGARETTES  
FOR KIDS WHO CUT CLASSES!

# Play-Dumb

MOLDY CLAY



FAVORITE OF DOPES, JERKS AND DUMMIES





# AIRRAID

## DEODORANT

ELIMINATES BODY ODOR...  
AND BODY!





**MONOTONY**

**PARKED BROTHERS**  
**World's Quietest Bored Game**

**MONOTONY**



BETTER  
THAN  
COUNTING  
SHEEP



**Z Z Z Z**



**MONOTONY**

**PARKED BROTHERS**  
**World's Quietest Bored Game**

**MONOTONY**



**Z Z Z Z Z**



**VALVEATER**

HI OCTANE SNACK

**VALVEATER**

**KRAZY**



**SPREAD IT ON CAR VALVES  
TO MAKE THEM TASTE BETTER**







# **SCARE DEAL**

## **DECOMPOSITION**

## **NOTE BOOK**

Stolen From \_\_\_\_\_

FOR ROTTEN  
STUDENTS

DECOMPOSES  
IN **60**  
SECONDS







BITE SIZE

Jerkens

WASH OUT  
YOUR MOUTH WITH

Jerkens  
WILD SOAP

CLEANS UP DIRTY WORDS

Jerkens



USE THIS  
...PAINT  
THEN DITCH  
YOUR CLOTHES

# Ditch Boy PAINT

SLOPS ON SHIRTS, SOCKS, SLACKS....



MADE WITH  
CLAM  
CHOWDER



*Slippery*

# CLAMMY

THE FISHY-SMELLING SOAP

CLAMMY



YOU'LL  
HAVE AN

ILL TEMPERED

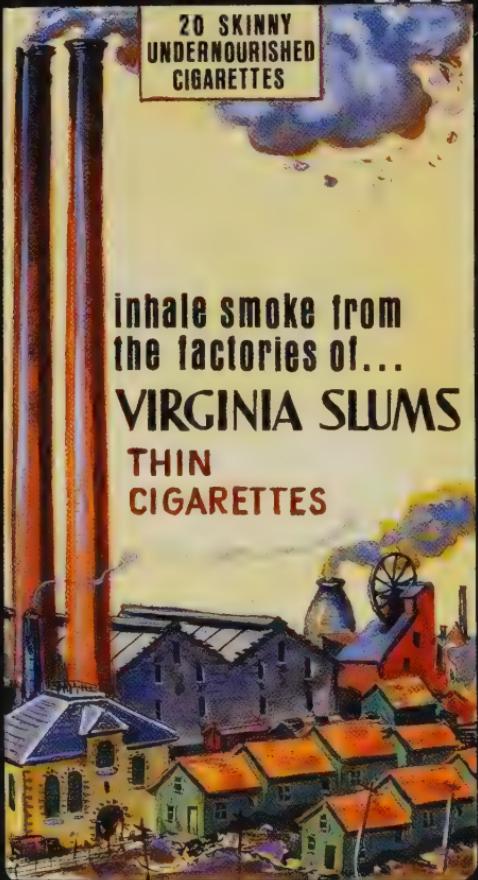
# Sneeze!

BEFORE YOU  
DO YOUR  
WASHLOAD!



20 SKINNY  
UNDERNOURISHED  
CIGARETTES

inhale smoke from  
the factories of...  
**VIRGINIA SLUMS**  
**THIN**  
**CIGARETTES**







SERIES 7 • 1974

too

# wacky packages

Crust

STICKERS  
WITH  
PUZZLE CARD

NEW  
NEW  
NEW

The Snack For Big Mouths

Big Mac



Muc Donal



**Fibby's**  
**Fibby's**  
**Fibby's**

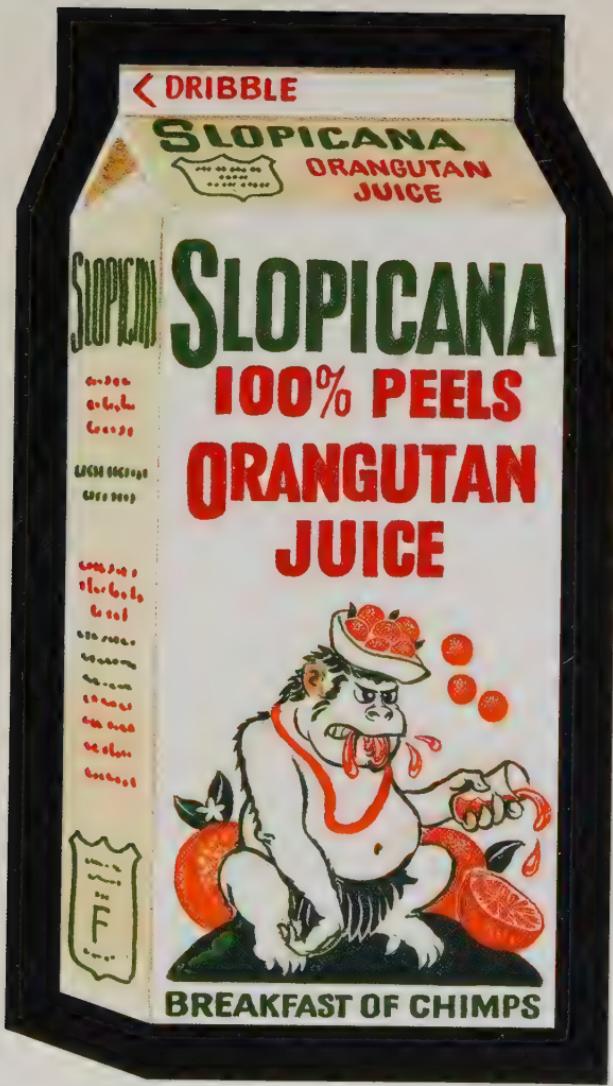
**LIAR'S JUICE**

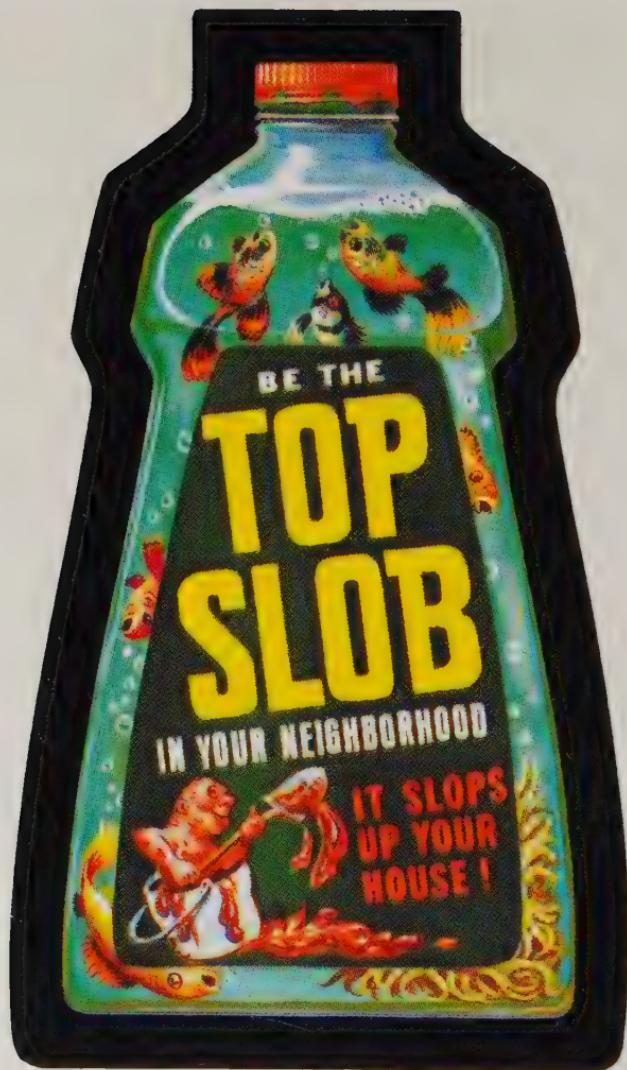


**FAVORITE OF  
POLITICIANS**

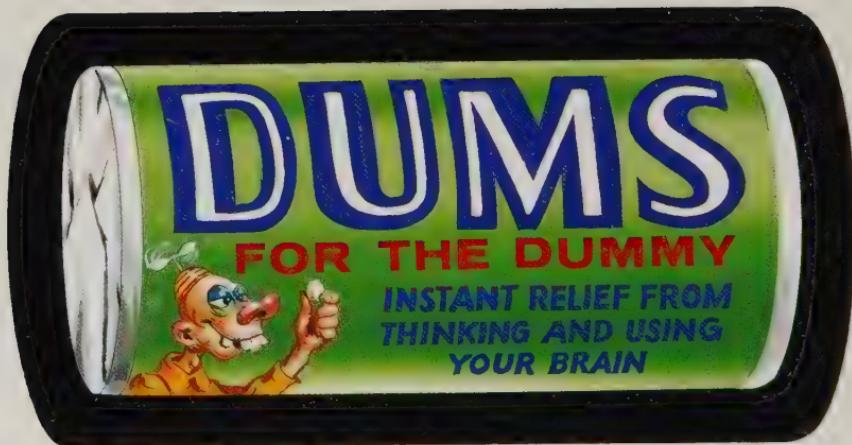


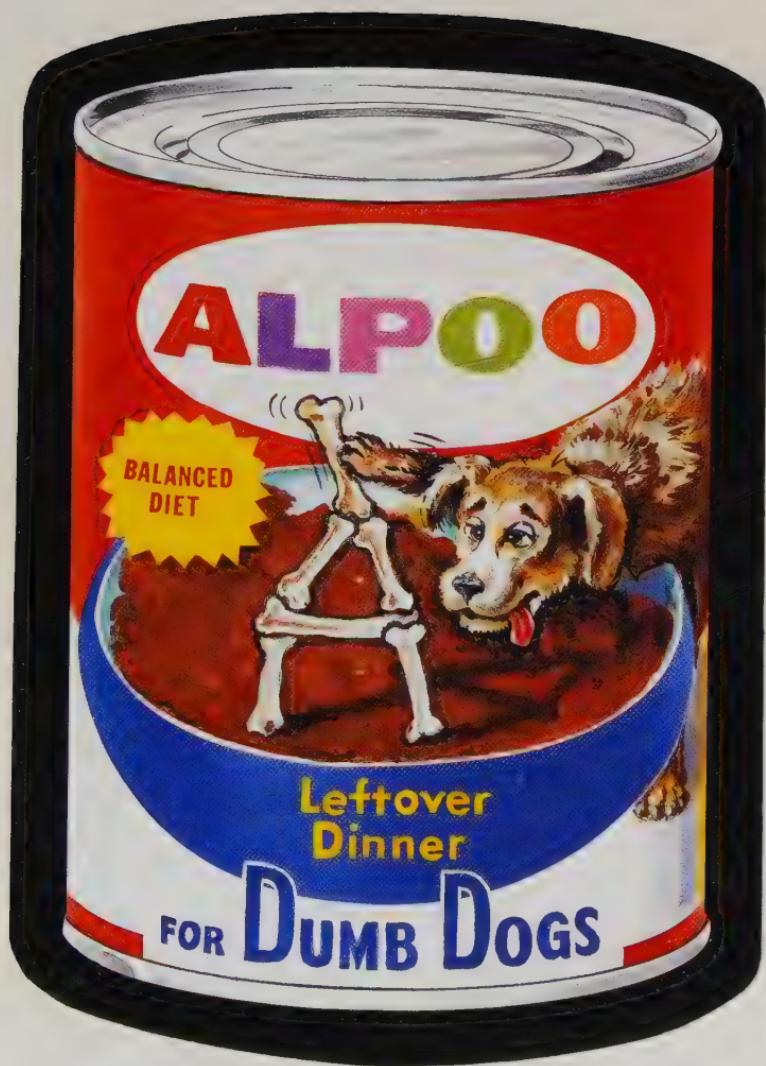




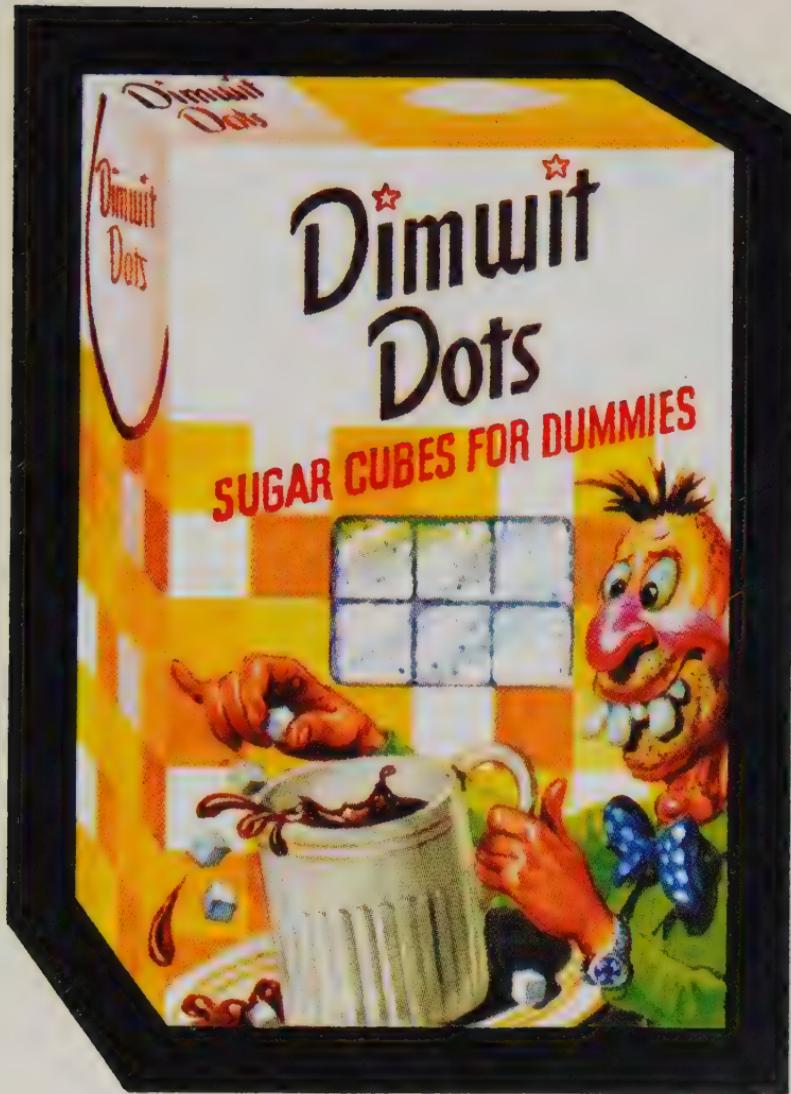
















10  
CARTRIDGES



# CONTRAC

WIPES OUT HOODS AND GANGSTERS

49¢ A POUND

# BIG BANANA



REFRIGERATE

DO NOT

**BiG**

**EMPTIMO**



**ABSENTS**



5  
**VERY MISSING**  
**CIGARS**

5  
CIGARS



EL POLLUTO

5  
SOGGY  
CIGARS

# EL POLLUTO



5 SMOGGY CIGARS









Feeetena

FLAVOR WITH A KICK!

Feeetena  
10 toes in every bowl!



IT'S TOES-TED!











Marshmallow



STICKS TO  
YOUR RIBS,  
CLOTHES,  
HAIR, ETC.

**flop**  
**of the party!** **pp**



*The ORIGINAL Flavor  
Used To Taste Different  
LOSING CONTESTS SINCE 1884*

*Blast*  
**Blew Ribbon**  
**BEER**



*THE BEER THAT MADE MILWAUKEE BURP*



# mex-pax

COFFEE FOR  
MEXICAN  
BANDITS

GREAT FOR  
DRINKING AND  
OILING PISTOLS



# AFTERWORD

by JAY LYNCH

*Wacky Packages* hit their stride in the establishment-questioning era of the early seventies, but the tradition of mocking advertising products and packaging goes all the way back to the beginnings of packaging and advertising itself.

The railroads that were built in the United States in the 1860s connected the larger manufacturing cities with the heartland. Mass distribution of goods became possible, as did mass circulation of publications that ran ads for these nationally distributed items. Product packages began to tout the oftentimes mythical virtues of their contents. And the hyperbolic humbug of P.T. Barnum became the accepted language of the newly developing industry of advertising.

By the 1890s advertising slogans and hyped-up product packaging were an accepted part of American culture. And it wasn't long before satirists started mocking these grandiose advertising claims. Turn-of-the-century college humor magazines ran occasional advertising parodies, as did national humor magazines.

In the early 1930s *Ballyhoo* magazine put out a playing card game called *The Ballyhoo Game*, which featured a painting of a different product parody on each card. They included "Pesterfield Cigarettes," "Old Metal Flour," "Ofaltine," and "Blobasol." *Ballyhoo* wasn't the first to parody products, but they are the earliest outfit known to package multiple product parodies on cards. Perhaps the *Ballyhoo* game was stuck somewhere in the back of Woody Gelman's mind when he, Len Brown, and Art Spiegelman came up with the original concept for *Wacky Packages* in 1967. Woody had been, after all, a child in the thirties and heavily into satire and cartooning even as a lad.

*Ballyhoo* enjoyed its greatest success in the thirties. It floundered in the forties, and there were several attempts to revive it in the fifties. In 1954, the same year that *Ballyhoo* magazine

finally died, Harvey Kurtzman's ten-cent comic book *MAD* changed its format and became a twenty-five-cent humor magazine. Kurtzman took the *Ballyhoo* ad-parody-type humor a quantum leap further with his product parodies. Kurtzman's stuff is what Len, Art, and I all grew up on.

By the time *Wackys* came along, Topps had a long history of working with *MAD* artists (as early as 1959). Jack Davis, Wally Wood, and Basil Wolverton worked on numerous Topps humor card series over the years, and Kurtzman himself would occasionally visit Topps to consult on new products.

Veteran *MAD* contributor (and Emmy Award-winning writer) Stan Hart was also a regular Topps gag writer at the time *Wackys* were conceived, even though he had lucrative TV-scripting gigs on *Rowan & Martin's Laugh-In* and *The Carol Burnett Show*.

Norman Saunders was a chum of Woody Gelman's. Primarily known for his 1930s pulp magazine covers, Norm painted the majority of the early *Wacky Packs* in a style that would have been at home in the pages of *MAD*. Saunders did a great deal of work for Topps before *Wackys*, *Mars Attacks*, *Batman*, *Civil War News*... the list of Saunders-painted Topps series goes on. But with *Wackys*, he introduced and refined a whole new satirical painting style that really made *Wacky Packages* something that embedded themselves in the minds of kids across the nation, instilling the positive virtues that led them to question authority and think for themselves.

Thirty-five years later, they're still funny. What more could we hope for?

JAY LYNCH has written for *MAD*, *Cracked*, *Sick*, *Playboy*, and *Time* magazines. He has been freelancing for Topps for over forty years, and helped create some of their most popular humor products, including *Wacky Packages* and *Garbage Pail Kids*.

# INDEX

1-A Sauce 101  
6-Up Beverage 15  
8-Lives Tuna Bones 70  
Achoo 151  
Airraid Deodorant 182  
Ajerx 47  
All-Brain Cereal 54  
Alpoor Dog Food 215  
Argh 103  
Armor Hot Dogs 116  
Awful Bits 63  
Baby Runt 187  
Bald Detergent 120  
Band-Ache Strips 39  
Bar-Kist 199  
Beanball Bubble Gum 89  
Bent Cigarettes 121  
Big Buddy 149  
Big Banana Pen 221  
Big Muc Hamburger 206  
Bit-O-Money 195  
Blank Crows 232  
Blast Blew Ribbon Beer 236  
Bleech Shampoo 55  
Blisterine 180  
Blue Beanie Margarine 117  
Blunder Bread 64  
Boo-Hoo Drink 57  
Boozo Gum 231  
Botch Tape 42  
Breadcrust Hash 12  
Brittle Soap Pads 71  
Broomo Seltzer 201  
Brute 88 119  
Bum Bums Candy 204  
Bum Chex 129  
Busted-Finger Candy 78  
Caged Dog Food 219  
Camals 33  
Cap'n Crud 50  
Cheapios Cereal 107  
Chef Girl-ar-dee 125  
Chicken Fat 53  
Chock Full O' Bolts 11  
Choke King 95  
Choke Wagon 113  
Chumps Candy 167  
Clammy Soap 198  
Clank Bar 162  
Commie Cleanser 52  
Contrac 220  
Cover Ghoul 29  
Cover Ghoul 158  
Crakola Crayons 77  
Cram 155  
Creature Crackers 235  
Crust Tooth Paste 19  
Cut-Rong Hacked Paper 191  
Dampers 133  
Dimwit Sugar Dots 217  
Ditch Boy Paint 196  
Ditch Masters 51  
Dopey Cream 27  
Dr. Ono 85  
Drowny Softener 98  
Dull Pineapple 72  
Dums (For the Dummy) 214  
Duzn't Detergent 10  
El Polluto Cigars 224  
Emptimo Cigars 222  
Escuire Foot Polish 135  
Eviltime 174  
Exceedrin 48  
Fang 118  
Fatina Cereal 153  
Feetena Cereal 228  
Fibby's Juice 208  
Fink Beverage 26  
Fish-Bone Dressing 58  
Foolball Bubble Gum 90  
Footsie Roll 203  
Freetoes 131  
Fright Guard 84  
Fruit of the Tomb 177  
Gadzooka Gum 14  
Gatoraid 110  
Gloom 59  
Glutton Mustard 164  
Goonman's Looney Noodles 185  
Graft Cheese 168  
Grass Wax 112  
Grave Train 20  
Grazin' Bran 127  
Grime Dog Food 233  
Gurgle Baby Food 41  
Gurgle Cereal 209  
Gypy Pop Corn 68  
Ha Ha Crackers 160  
Hag & Hag Tobacco 216  
Harm & Hammer 75  
Hawaiian Punks Juice 91  
Head and Boulders 148  
Heave Cigarettes 123  
Hipton Tea Bags 115  
Hired Root Beer 93  
Horrid Deodorant 24  
Hostage Cakes 31  
Hungry Jerk 94  
Hungry Jerk 152  
Hurts Tomatoes 66  
Hurtz Baked Bears 210  
Hurtz Bird Seed 102  
Hurtz Tomato Ketchup 237  
Hyde's Rox Cookies 109  
Jail-O Desert 13  
Jerkens Soap 194  
Knuckles Candy 157  
Koduk Photos 80  
Kook Cigarettes 60  
Kook-Aid 32  
Krazy Crackers 159  
Land O Quakes Butter 126  
Lavirus 36  
Leek Oil Drpper 223  
Light and Dizzy Yoga 147  
Liptori Soup 25  
Liquid Bomber 128  
Log Cave-In Syrup 67  
L'Orggs Panty Hose 230  
Lova Soap 100  
Lucky Stride Cigarettes 92  
Maddie Boy 16  
Marshmallow Flopp 234  
Medi-Quak 213  
Mess Clairoil 114  
Mex-Pax Coffee 238  
Milk-Foam 106  
Minute Lice 22  
Minute Mud 46  
Mold Rush Gum 172  
Monotony 186  
Moobelline 146  
Moonshine Crackers 81  
Motorzola 97  
Mr. Goodbye Candy 218  
Mrs. Klean 21  
Muleburro Cigarettes 142  
Murai Bland Cigars 229  
Mustard Charge 137  
Mutt's Juice 38  
My Sink Perfume 190  
My-T-Fink Desert 207  
Nertz 56  
Nestree 132  
Neveready Battery 76  
No-Tips 88  
Nutlete's Quit 136  
Oh Hairy Candy Bar 226  
Old Spit Cologne 141  
Paul Maui 37  
Peter Pain Peanut Butter 183  
Piwi Bleech 173  
Plastered Peanuts 45  
Play Dumb Clay 179  
Plopsicle 150  
Poopsie 62  
Pounds Candy 156  
Pure Hex 35  
Putrid Cat Chow 69  
Quacker Oats 17  
Quake 'n Ache 122  
Rabid Shave 96  
Raw Goo Sauce 124  
Raw Leaves Cigarettes 83  
Rice A Phony 86  
Rinkled Wrap 108  
Run Tony Shells 73  
Run-A-Way Vitamins 176  
Sailem 43  
Scare-Deal Notebook 192  
Schtick Blades 61  
Secrets 145  
Shot Wheels 154  
Shots Candy 170  
Sicken of the Sea 161  
Skimpy 23  
Slaytex Gloves 166  
Sledge 87  
Slopicana Juice 211  
Sludge (Betty Crooked) 139  
Smith Sisters 163  
Snarlamt Cigarettes 189  
Snatch-A-Pak 82  
Sneer 200  
Soft-Head Bulbs 184  
Soggy Babies Candy 225  
Sorry Wrap 227  
Spills Bros. 197  
Spit & Spill Cleanser 79  
Spray Nit 28  
Stiffords Glue 165  
Sugar Cigar Crisp 181  
Sugar Daffy 175  
Sugarmess Bubble Gum 44  
Sweat-Hard Soap 99  
Swiss Mess Cocoa 144  
Taster's Choke 134  
Tied Detergent 34  
Tijuana Smells 140  
Top Slob Cleanser 212  
Triks Cereal 169  
Truant Cigarettes 178  
Ultra Blight 49  
Valteater Cheese 188  
Vicejoy Cigarettes 30  
Vile Soap 65  
Virginia Slums 202  
Weakies Breakfast Cereal 18  
What Man's Simple Candy 193  
White Fowl Cigars 143  
Windchester 104  
Windhex 130  
Wormy Packages 111



A AI  
B BL BR  
C CH CL CR  
D DR

E EA EE EI  
F FL FR  
G GL GR GW

H  
I IE

MANCHESTER PUBLIC LIBRARY

K 586 MAIN STREET  
L MANCHESTER, CT 06040

M  
N -ND

O OA OI OO OU  
P PH PL PR

Q QU  
R

S SC SH SK SL SM SN SP ST SW SH SPR STR SPR

T TH TR TW

- FIRE

U  
V  
W  
X  
Y  
Z

- BLOOD + GORE  
- CHEAPNESS/EXPENSIVENESS  
- SMALLNESS/CARGENESS  
- VIOLENCE-HITTING  
- PAIN + SICKNESS

- MONSTERS (DRACI, BEASTS)

- ANIMALS - MONKEYS + PIGS

- COOPINNESS

- STUPIDITY

- DIRTINESS

- CLUMSINESS

- BOREDOM

- DIZZYHEADD

- BODY PARTS

A. CUT OFF  
B. FEET

- CRAZINESS

- MELTING - FREEZING

- INSECTS

- CRYING

- BROKEN

- OLD

- CRAZY

- PUNS

- SPORTS

- DIZZINESS

- NOISINESS

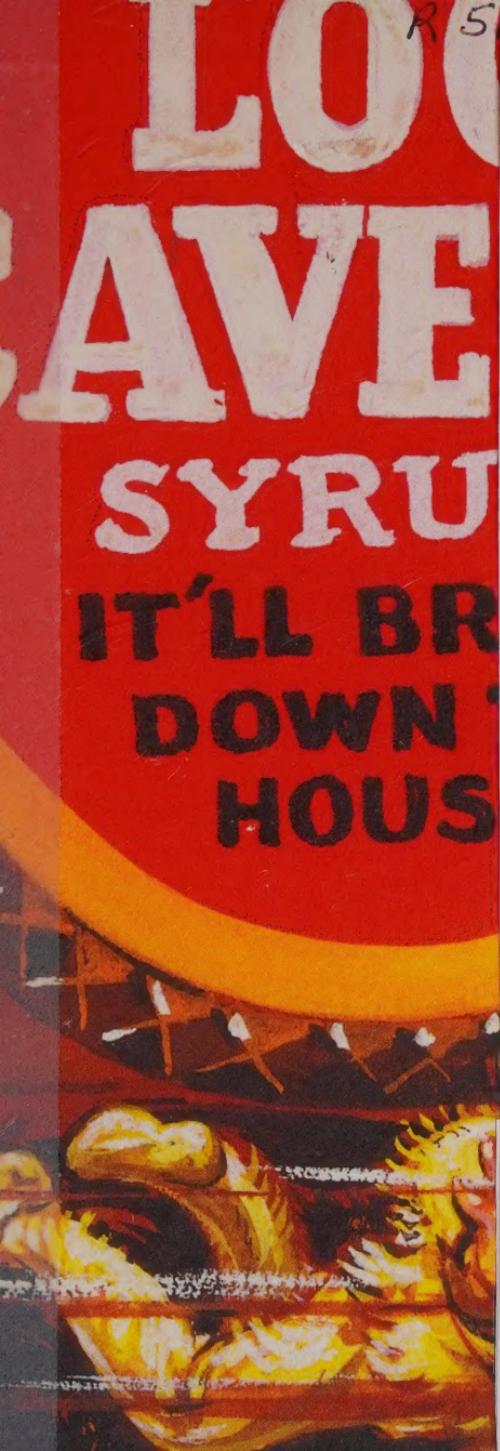
- SMELLS

- SPITTING

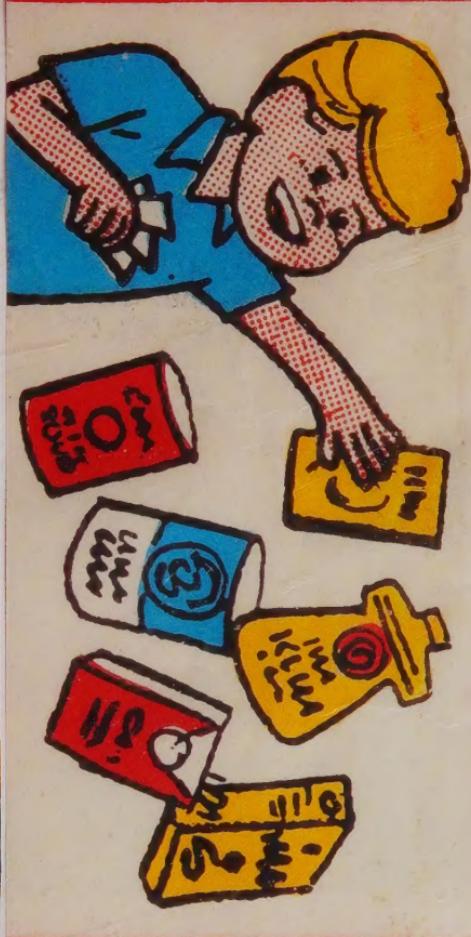
- VOMITING

- HINTS OF SNOT

- BURPING



THE TOPPS COMPANY, INC., founded in 1938, is best known as a leading producer of baseball cards and other trading cards and stickers. They are also known for Bazooka bubblegum, which was introduced in 1947.



ART SPIEGELMAN is an American comics artist and editor, best known for his Pulitzer Prize-winning comics memoir, *Maus*.

▲ Abrams

an imprint of Harry N. Abrams, Inc.  
115 West 18th Street  
New York, NY 10011  
[www.abramsbooks.com](http://www.abramsbooks.com)

**topps**<sup>®</sup>

MANGA ENTERTAINMENT



3 2000 0000 0000 0000

THIS FIRST-EVER COMPILATION OF SERIES ONE THROUGH SERIES SEVEN  
FROM 1973 AND 1974 CELEBRATES THE 35TH  
ANNIVERSARY OF WACKY PACKAGES, AND INCLUDES IMAGES OF ALL 223  
RARE AND HARD-TO-FIND COLLECTIBLE STICKERS.

# EEL OFF STICKERS PASTE ANYPLACE



U.S. \$19.95  
ISBN: 978-0-8109-9531-4



9 780810 995314

51995